EASY TERMS

Do all your Christmas shopping at Sears with one small down payment and pay a little each month. Turn to Page 8, Center of book.

Also see Center of Book for How to Order, How to Shop by Phone and Gift Certificates.

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SEARS, ROEBUCK AND CO.

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MEMPHIS
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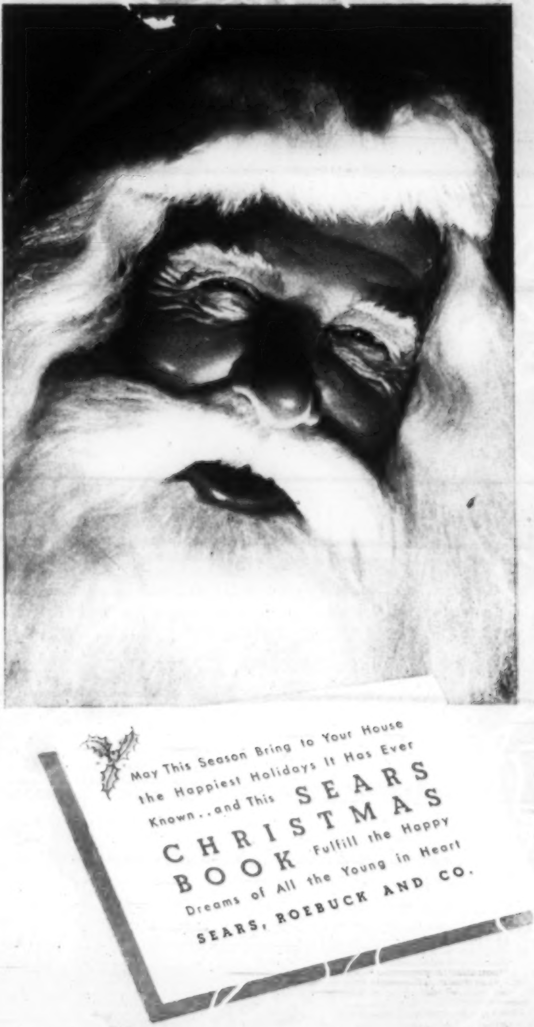
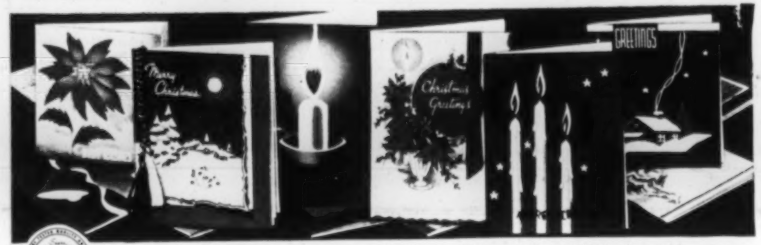


May This Season Bring to Your House the Happiest Holidays It Has Ever Known..and This SEARS CHRISTMAS BOOK Fulfill the Happy Dreams of All the Young in Heart

SEARS, ROEBUCK AND CO.



A 4-Star Folder Assortment! No Greater Christmas Card Value in America!

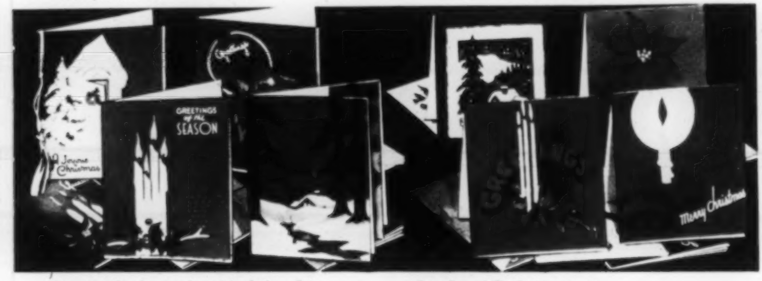
Wins Four Star Honors Because:

- ★ ***It is an assortment with costly features***—raised printing—red, green, silver and gold color foil underlays—silk cord, tassel, and ribbon decorations—graceful cutout designs.
- ★ ***It reflects modern advancements*** in color and design—putting new spirit into an old greeting with all the richness of the Yuletide season.
- ★ ***No two are alike***—you can send a different card to each friend
- ★ ***The folders are printed or lithographed on excellent quality paper***—many with expensive silk-like finish. A good 85c value.

Greeting old friends . . . greeting new ones . . . or perhaps just the warmth and good will of the season—whatever your holiday thoughts, you will find the right card in this assortment. Candles, poinsettias, bells, these are but a few of the favorites included. Look over the designs shown—see for yourself how breath-takingly lovely they are—How proud you'll be to send them to your friends. Each with sentiment. Sizes, 5⅜x4⅛ to 4⅞x6¼ inches. Shipping weight, 10 ounces.

19 Folders for 39c

3 V 5675—19 DeLuxe Folders with Envelopes in fancy box..........39c



Stunning Cards at a Surprisingly Low Price

The kind agents sell for $1.00—bought separately you'd pay $1.25! All the old favorites, together with many strikingly modern ones. Large double folders, 4¼x5¼ to 5x6 inches. Some steel engraved designs, others lithographed, many with gold or silver color inlays. Some are even trimmed with silk ribbon! Selected Sentiments. Shpg. wt., 12 oz.

21 Folders for 59c

3 V 5685—21 Assorted with Envelopes in fancy box..................59c

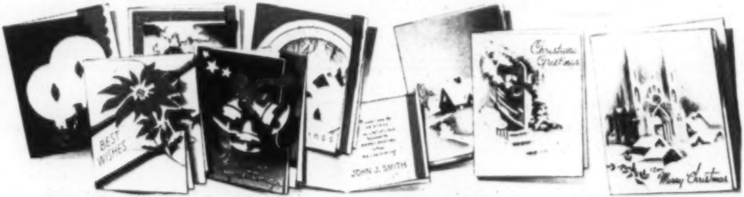
Our Grand Thrift Assortment

Send for Sears 25 for 25c assortment of the gayest, most colorful Christmas cards ever sold at this price! Candles, bells, poinsettias, winter scenes—just what you want! All are 4-fold type . . . all are extra large! Size, 4⅜x4⅜ to 4⅞x4⅞ inches. Elsewhere they're a 50c value—but at Sears only a penny apiece. Shpg. wt., 8 oz.

25 Folders for 25c

3 V 5690—25 Assorted with Envelopes in fancy box................25

Your Name on Beautiful Chirstmas Cards Illustrated Below



50 Special Value Folders for Only 89c

You'd expect to pay $1.50 for these 50 lovely folders—but at Sears they're less than *2 cents* apiece! Graceful cutouts . . . silver color raised designs . . . lithographed in three colors on fancy paper. 10 each of your 5 favorite designs as shown. All cards are the expensive 4-Fold type. Size, 4¾x4 in. Your greetings can vary for each design has a different sentiment. Your name printed under sentiment on third page. *Print name wanted.* Allow 1 day for printing. Shipping weight, 1 pound.

3 V 05705......50 Folders with your name and 50 Envelopes 89c

Worth $2.00

4-Page folders with cut-out showing gold or silver color underlay. Size, 5½x4½ in. Sentiment, *"Hearty and Sincere Wishes for a Merry Christmas and Happy New Year."* *Print name.* *Allow 1 day for printing.* Shpg. wt., 1 lb.

3 V 05708—25 Folders with Envelopes 95c

A $3.00 Value

Steel engraving with silver colo foil underlay. Pebble effect pape 5¾x4¾ in. Sentiment, *"Christma Greetings and Best Wishes for Happy New Year."* *Print nam* Allow 1 day for printing. Ship ping weight, 1 pound.

3V05709—25 Folders with Envelopes $1.4

Copyright, 1939 by Sears, Roebuck and Co.

You Too Can Easily make Gift Packages as Beautiful as This One!

Super Value

WORTH ABOUT TWICE SEARS PRICE

Magic Wrapping Set 79c Complete

BUY THIS SET ON OUR RECOMMENDATIONS

Yes, we do mean "magic"! The magic of a perky bow . . . the enchantment of beautiful paper . . . the spell cast by gay seals and gleaming ribbons . . . all this Christmas charm is yours with our Magic Wrapping Set! You can thrill your friends with the sheer loveliness of your packages . . . for there is so much to choose from in this extra large assortment . . . so many combinations of color . . . that no two need be alike! Instructions included to help you with "professional" touches. Just look at all you get! 39 Wrapping Sheets (20x30 in.)—8 Fancy, 23 White, 5 Red, 3 Blue; 136 ft. Cellophane Ribbon; ¼ to ¾ inch wide, Red and Blue, Printed and Plain; 50 feet Red-Green-Silver color Rayon cord; 80 feet Red-Green-Silver color Ribbon, 3/16 to ½ inch wide; 113 finest quality Assorted seals, 9 Tags; 27 Enclosure Cards. Shipping weight, 2 pounds 8 ounces.

3 V 5554—Magic Wrapping Set **in fancy box**....... **79c**

3 V 5550—**Special Wrapping Set** (not shown). 45 Wrapping Sheets, 20x30 in.—5 Fancy, 28 White, 6 Red, 3 ea. Blue, Green; 100 feet Red-Green-Silver color cord; 45 feet ¼-inch Red Cellophane Ribbon; 33 feet Tinsel Ribbon, 3/16 to ½ inch; 100 assorted Seals, Tags, Cards. Shpg. wt., 1 lb. 3 oz. Complete...................... **49c**

3 V 5556—**Economy Wrapping Set** (not shown). 150 feet of Red-Green-Silver color cord; 15 feet of ¼-inch Red Cellophane Ribbon; 30 Wrapping Sheets—18 White, 4 Red, 2 Fancy, 3 each of Green, Blue; 140 Seals, Tags and Cards. Shpg. wt., 12 oz. Complete................. **27c**

De Luxe Cards . . Tags . . Seals!

Actually 175 strikingly colored embossed pieces! Enough to dress up all your packages! Large 5¼-in. Poinsettia seal, holly and poinsettia spray, 2 cut out Santas, Do Not Open labels, novelty tags and many others. Shipping weight, 7 ounces.

3 V 5558—**175 Pieces for only**.......... **19c**

3 V 5567—Assortment of 100 cards, tags, and seals. Shpg. wt., 3 oz............... **10c**

Gift Wrapping Tissues

Glorify your smallest package with Sears high-grade wrapping paper. Sheet size, 20x30 in.

3 V 5566—**39 sheets**—22 white, 8 red, 4 green, 5 decorated. Shpg. wt., 1 lb. 4 oz.. **21c**

3 V 5569—**24 Sheets of white.** Shipping weight, 12 ounces........................... **10c**

3 V 5571—**20 Sheets of red.** Shpg. wt., 12 oz. **10c**

3 V 5557—**10 sheets ass't decorated paper.** Size, 20x28 inches. Shpg. wt., 6 oz. **10c**

Tying Cord and Ribbons

3 V 5589—**Sparkling DuPont Cellophane Ribbon** adds to Christmas gaiety. ¼ in. wide. *State color.* Red, Green, Blue. Shpg. wt., 2 oz., 90 ft................................ **10c**

3 V 5553—Gold and silver color designs printed on red, blue, green **cellophane ribbon.** *State color.* Shpg. wt., 2 oz. 40 ft.......... **10c**

3 V 5574—**Shining tinsel cord,** strong and colorful. Shpg. wt., 2 oz. 300 ft.......... **10c**

Christmas Greetings
MR. AND MRS. A.B. JONES
MERRY CHRISTMAS
Christmas Joys!

They're Smart! They're Thrifty! They're New! This Year Send Photographic Christmas Cards!

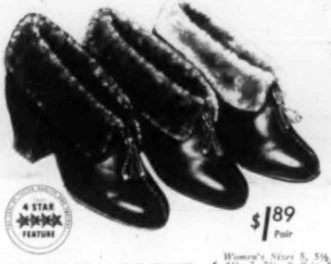
Another Sears scoop! For those of you who want to send your friends a novel Christmas greeting, we suggest our Photographic Christmas Cards! Offered to you for the first time at this low price! Each attractive 4-fold card is printed on heavy pebbled paper, with sentiment on second page.

On the third page—your own photograph, (family, baby, home, etc.) size 2¼x2¼ in., with your name printed below—see illustration. The Photograph is reproduced from any picture. It's so easy for you: just send us the picture or a negative (*negative preferred*) of the picture you want reproduced and print name to be shown on card. Original picture returned. Each folder has a 4-color design; folder size, 4x5 inches. We recommend close-ups. Order early! Allow 15 days from time you mail order. Delivery not guaranteed on orders received after Dec. 9. All orders shipped from Chicago. Order and pay postage from nearest Mail Order House.

3VO6559 **12** Folders for... Shpg. wt., 6 oz. **89c** **25** Folders for.... Shpg. wt., 8 oz. **$1.49**

GIFT SLIPPERS

FOR HER MERRY CHRISTMAS



$1.89 Pair

HERE'S WHY IT'S A 4-STAR FEATURE

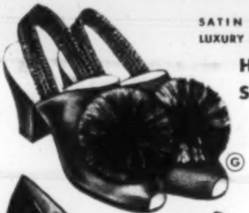
- **OUR FINEST QUALITY KIDSKIN**
- **RESTFUL STEEL ARCH SUPPORT**
- **FLEECE LINED . . EXTRA WARMTH**
- **HARD FLEXIBLE LEATHER SOLE**

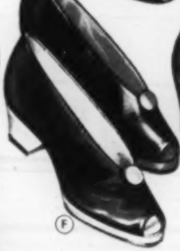
Women's Sizes 5, 5½, 6, 6½, 7, 7½, 8, 9 in A (very narrow) width. *Sizes* 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9 in C (medium) width. *State size and width, order shoe size.* Shipping weight, 1 pound 8 ounces.

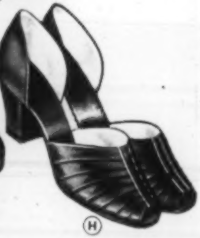
15 V 3778—Blue
15 V 3779—Wine
15 V 3780—Black
Pair.................$1.89

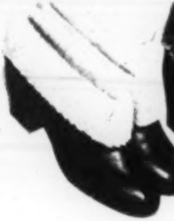
SATIN GIVES THAT LUXURY LOOK TO THESE

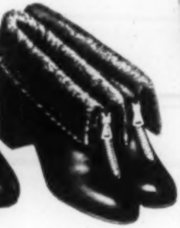
HOSTESS SLIPPERS











Hard Sole . . $1.49

Soft leather Bootee with fleeced cotton lining and shearling cuff. 1⅛-inch heel. Hard leather sole.

Women's Sizes 4, 5, 6, 7, 8, 9. No half sizes. Wide width. *State size*, see how to order in big catalog. Shpg. wt., 1 lb. 4 oz.

15 V 3627—Burgundy
15 V 3626—Blue
15 V 3628—Black. Pair.....$1.49

Padded Sole . . $1.39

Zip Bootee of fine kid with rayon cuff and warm fleeced cotton lining. Leather sole. 1⅛ in. heel.

Women's Sizes 3, 4, 5, 6, 7, 8, 9. No half sizes. Wide width. *State size*, see how to order in big catalog. Shipping weight, 1 pound 4 ounces.

15 V 3768—Wine
15 V 3767—Blue. Pair.....$1.39

Pumps . . $1.89

Ⓕ Radiant hues in embroidered bud on vamp. Fine rayon satin. Hard leather sole. 1⅝-inch heel.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8. Wide width. *State size, order same size as shoe.* Shipping weight, 1 lb. 4 oz.

15V3747—Blue and Gold
15V3749—Black and Red
15V3748—Wine and Blue
Pair...............$1.89

Satin . . $1.89

Ⓖ Luxury in satin! Shirred elastic heel strap. Hi-cut vamp. Hard leather sole. 1⅝-inch heel.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8. Wide width. *State size, order same size as shoe.* Shipping weight, 1 lb. 2 oz.

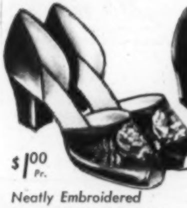
15 V 3621—Blue
15 V 3622—Burgundy
15 V 3623—Black
Pair...............$1.89

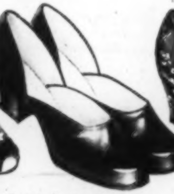
Pleated . . $1.98

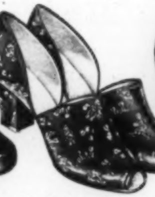
Ⓗ Trim D'Orsay lines in Skinner's soft silk faced satin. Peek toe. Hard leather sole with 1⅝-inch covered heel.

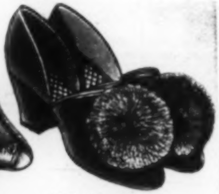
Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8. Wide width. *State size, order same size as shoe.* Shipping weight, 1 lb. 2 oz.

15 V 3630—Burgundy
15 V 3629—Blue
15 V 3631—Black
Pair...............$1.98









$1.00 Pr.

Neatly Embroidered

Rayon satin with sateen lining. Hard leather sole. 1⅝-inch heel.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8. Wide width. *State size, order same size as shoe.* Shipping wt., 1 lb. 2 oz.

15 V 3846—Blue
15 V 3847—Black

Dutch Last . . $1.00

Kid vamp, glossy zapon quarter. Hard leather sole. 1⅜-inch heel.

Women's Sizes 3½ to 9. Wide width. *Order same size as shoe.* Shipping weight, 1 lb. 2 oz.

15 V 3859—Wine
15 V 3860—Black
15 V 3858—Blue. Pair.....$1.00

Big Value . . 89c

Rayon crepe. Gold-colored Dutch scenes. Hard leather sole. 1⅝-inch heel. Shpg. wt., 1 lb. 2 oz.

Women's Sizes 3½ to 9. Wide width. *Order shoe size.*

15 V 3618—Blue
15 V 3619—Wine
15 V 3620—Black. Pair. 89c

Velvet . . 69c

Relax in style! Rayon velvet. Padded leather sole. 1½-inch heel.

Women's Sizes 3, 4, 5, 6, 7, 8, 9. No half sizes. Wide width. *State size*, see how to order in big catalog. Shpg. wt., 1 lb. 2 oz.

15 V 3624—Blue
15 V 3625—Black Pair......69c

Buy Slippers on Easy Terms. See Page B in Center of Book

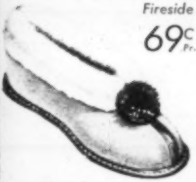
GENUINE SHEEPSKIN UPPER AND CUFF . . . FLEXIBLE HARD LEATHER SOLE

WORTH ~~$1.69~~ $1.39 Pair

A gift that fairly invites foot leisure! Genuine sheepskin uppers, warm fleecy wool inside. Hard leather sole. 1⅝ inch heel. *State size, order same size as shoe.* Shipping weight, 1 pound 4 ounces.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8. Wide width.

15 V 3863—Red
15 V 3862—Blue
15 V 3861—Natural Color with Brown Trimming. Pair $1.39



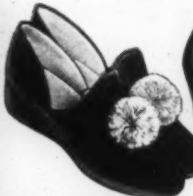
Fireside Warmth All Winter

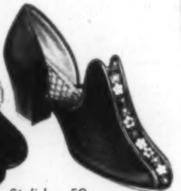
69c Pr.

Supremely comfortable! Sheepskin uppers with warm wool right next to your feet. Brown trim blue pompon. Double leather soles for extra wear. This is a marvelous gift, one sure to be appreciated for its amazing comfort.

Women's Sizes 3, 4, 5, 6, 7, 8, 9. No half sizes. Wide width. *State size,* see how to order in big catalog. Shipping weight, 14 oz.

15 V 3684—Natural Color
Pair 69c





Wedgies . . 79c

Rich velveteen D'Orsays. Popular wedge heel. Padded leather sole.

Women's Sizes 3, 4, 5, 6, 7, 8, 9. No half sizes. Wide width. *State size,* see how to order in big catalog. Shpg. wt., 1 lb. 2 oz.

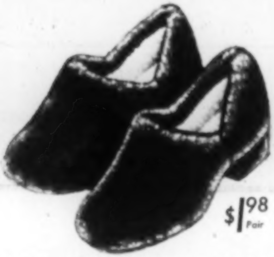
15 V 3877—Burgundy
15 V 3876—Blue. Pair 79c

Stylish . . 59c

Rayon crepe. Embroidered vamp. Padded leather sole. 1⅝-in. heel.

Women's Sizes 3, 4, 5, 6, 7, 8, 9. No half sizes. Wide width. *State size,* see how to order in big catalog. Shpg. wt., 1 lb. 2 oz.

15 V 3856—Blue
15 V 3857—Black. Pair 59c



$1.98 Pair

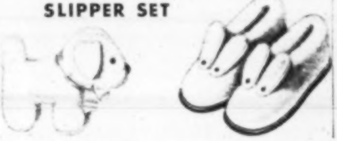
ELECTRIFIED SHEARLING—PROCESSED TO LOOK AND FEEL LIKE SILKY FUR

Shearling lined, too! Low covered heel. Padded leather sole.

Women's Sizes 3, 4, 5, 6, 7, 8, 9. No half sizes. Wide width. *State size,* see how to order in big catalog. Shpg. wt., 1 lb. 4 oz.

15 V 3607—Blue
15 V 3608—Burgundy. Pr. $1.98

KIDDIES' DOG AND BUNNY
SLIPPER SET

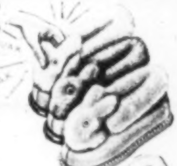


Utterly adorable surprise package containing cuddly wee lambskin dog and slippers. Makes a splendid gift! *State size,* see how to order in our big catalog.

Babies' and Tots' Sizes 3, 4, 5, 6, 7, 8, 9, 10. No half sizes. Shipping weight, 11 ounces.

15 V 90943—Natural Color Lambskin. Pair .. 89c

WALK 'EM AND "SQUAK" 'EM
BUNNY SLIPPERS

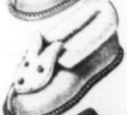


94c Pr.

Natural color sheepskin, shearling cuff. Double leather soles. Warm sheep's wool sock lining.

Tots' and Children's Sizes 5, 6, 7, 8, 9, 10, 11, 12. No half sizes. Wide width. *State size,* see how to order in big general catalog. Shipping weight, 14 ounces.

15 V 972—Pink Trim
15 V 973—Blue Trim
15 V 971—Fawn Trim. Pair 94c



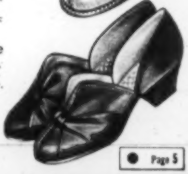
Natural Shearling

37c Pr.

Sheep lining, cuff. Double leather soles.

Tots' and Children's Sizes 5 to 3. No half sizes. Wide width. *State size,* see how to order in big catalog. Shipping weight, 12 ounces.

15 V 964—Pair 37c



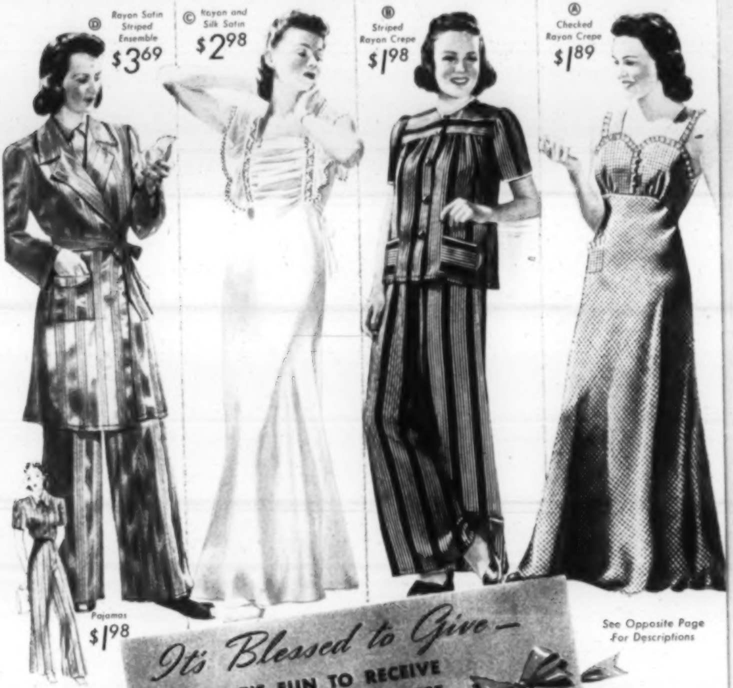
Misses' New Style

98c Pr.

Rayon satin. Flexible hard leather sole. Comfy 1-inch covered heel.

Misses' Sizes 11, 12, 13, 1, 2, 3. No half sizes. Wide width. *State size,* see how to order in big catalog. Shipping weight, 1 pound 2 ounces.

15 V 970—Burgundy
15 V 969—Blue. Pair 98c



Ⓓ Rayon Satin Striped Ensemble $3.69

Ⓒ Rayon and Silk Satin $2.98

Ⓑ Striped Rayon Crepe $1.98

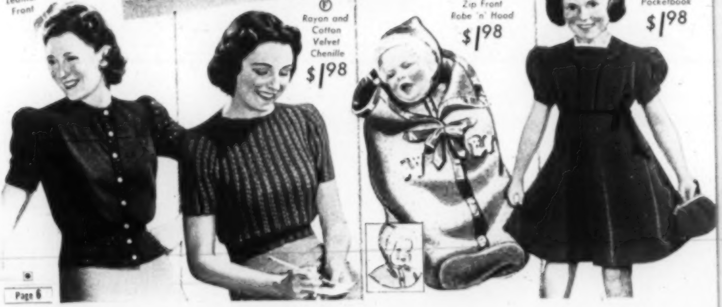
Ⓐ Checked Rayon Crepe $1.89

Pajamas $1.98

It's Blessed to Give—

. . . BUT IT'S FUN TO RECEIVE BEAUTIFUL GIFTS LIKE THESE Each in A Lovely Gift Box !

See Opposite Page For Descriptions



Ⓛ Genuine Suede Leather Front $2.98

Ⓕ Rayon and Cotton Velvet Chenille $1.98

Ⓖ Zip Front Robe 'n' Hood $1.98

Ⓗ Velveteen Frock with Pocketbook $1.98

DESCRIPTION OF ITEMS ON OPPOSITE PAGE

Newest Swing Gown

Ⓐ Sleek young charmer! Swirling with flares from a slim, trim waist to a sweep of 2½ yards! Fine quality Rayon French Type Crepe in smart, small checks. New fitted top with ruching in gay contrasting twin check. Length, abt. 55 in. *Boxed.*
Even Sizes: 30 to 40-inch bust. *State size.* Shipping weight, 9 oz.
29 V 996—Blue check with Red Check Trim
29 V 997—Red Check with Blue Check Trim............$1.89

Jitterbugs Are the Rage

Ⓑ Fifth Avenue's favorite style at a price you'll like! Exquisitely fine, soft Rayon Crepe in stunning stripes. Boxy little "Jitterbug" Jacket; yoke top, front and back. Rayon braid piping. *Gift boxed.*
Even Sizes: 30 to 40-inch bust. *State size.* Shipping weight, 12 oz.
29 V 942—Burgundy Wine
29 V 943—Royal Blue........$1.98

Handmade Cluny Lace

Ⓒ She'll treasure Sears finest, loveliest Gown of fine-quality Bemberg Rayon and Silk Satin with dainty lace trim! Bias cut, 56 inches long. New softly shirred front, square neck. Shoulder ruffles of Silk Georgette. *Boxed.*
Even Sizes: 30 to 40-inch bust. *State size.* Shipping weight, 9 oz.
29 V 948—Tearose
29 V 949—Blue..............$2.98

Give Her Pure Luxury

Ⓓ Choice of smart sophisticates from Hollywood to New York! She'll revel in the fine quality, Rayon Satin-Striped fabric, flawlessly tailored. Becoming coat with wide notched collar is 36 inches long. Sleek, mannishly tailored 2-piece pajamas have "comfort-fit" adjustable waistband. *Packed in a gift box,* conveniently ready to wrap and send.
Even Sizes: 30 to 40-inch bust. *State size.* Shpg. wt., 1 lb. 6 oz.
29 V 944—Aqua Blue
29 V 945—Dusty Rose......$3.69

Pajamas Only

Shipping weight, 14 ounces.
29 V 946—Aqua Blue
29 V 947—Dusty Rose.......$1.98

Suede's the New Furore

Ⓔ Cardigan to capture her feminine fancy! Rayon and Cotton Boucle with front of fine quality genuine Suede leather, light and soft as a glove! Colors to harmonize with her tweeds and sporty woolens. Buttons of smoked pearl. *Gift boxed.*
Even Sizes: 34 to 40-inch bust. *State size.* Shipping wt., 10 oz.
29 V 7202—Pigeon Blue
29 V 7203—Apricot..........$2.98

A Velvety Flatterer

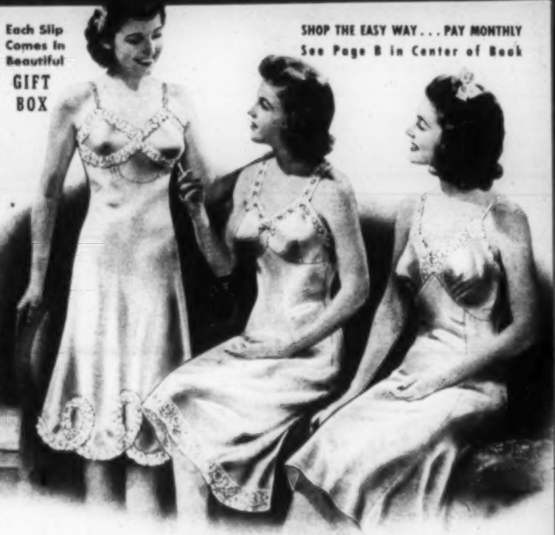
Ⓕ So new, she'll be the envy of her fashion set! Gorgeously rich, distinctive slip-on in new wonder-yarn: Rayon and Cotton Velvet Chenille! Wide-ribbed, with hand-knit look. Snugged at waist with Lastex. *Gift boxed.*
Even Sizes: 34 to 40-inch bust. *State size.* Shipping weight, 11 oz.
29 V 7204—Alpine Rose
29 V 7205—Greenish Blue....$1.98

Give Baby a Bunting

Ⓖ Roomy Robe N' Hood to keep Baby snug! Detachable hood is fluffed with downy marabou and lined with Rayon Taffeta. Fine quality Esmond Cotton Blanket Cloth; Rayon Satin and applique trim. Talon zip down front. *Boxed.*
One Size. Shpg. wt., 1 lb. 10 oz.
29 V 3322—Blue
29 V 3323—Pink...............$1.98

Real Santa Claus Dress

Ⓗ To make little hearts go pit-a-pat! Fine-quality Velveteen, thrilling pocketbook to match! Saucy swing skirt. White lace at square neck. Puff sleeves. A dress-up beauty! *Gift boxed.*
Age-Sizes: 3, 4, 5, 6, 6½. *State age-size.* Shipping weight, 12 oz.
29 V 5847—Red
29 V 5848—Navy..............$1.98



Each Slip Comes In Beautiful GIFT BOX

SHOP THE EASY WAY . . . PAY MONTHLY
See Page B in Center of Book

PRETTY SLIPS ALWAYS MEAN A MERRY CHRISTMAS

Frilly Lace Ruching Slip **$1.89**

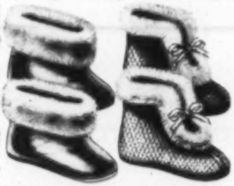
Lacy and lovely as her feminine heart could ask! Better-quality Rayon and Silk Satin with double-frilled lace in stunning "whirl" trim! It's the new bias cut with slendered basque waist that fits so well under the new full skirts. Adjustable straps. Rip-proof seams. *Gift boxed.*
Even Sizes: 32 to 40-inch bust. *State size.* Length, 43 inches. Shipping weight, 6 ounces.
29 V 3519—Tearose

Popular Uplift Bra Top **$1.00**

Grand Holiday bargain! Bias Slip of better-quality *multifilament* Rayon Satin—extra-rich, extra-soft! Dressy wide lace bottom, smooth-fitting double-fabric bra top, stitched uplift sections, low elastic back. Lace top and straps run through with ribbon Rip-proof seams. *Boxed.*
Even Sizes: 32 to 40-inch bust. *State size.* Length, 43 inches. Shipping weight, 6 ounces.
29 V 3789—Tearose

Fine Hand Crochet Lace **$1.00**

Miracle buy—imagine *hand-crochet* lace on better-quality *multifilament* Rayon Satin, the preferred richer, softer weave! 4-gore bias cut style with wide lace at graceful divided bust; lace-edged V back. Adjustable straps. Double-stitched seams. A thrifty gift; *boxed.*
Even Sizes: 32 to 44-inch bust. *State size.* Length, 43 inches. Shipping weight, 6 oz.
29 V 3788—Tearose



Fine Slippers for Baby
89c Pair

Soft leathers. Warm lamb's wool cuffs. An always acceptable gift.
Babies' Sizes: 1, 2, 3, 4, 5. Wide width. *State size.* Shipping wt., 5 oz.
29V4116–White Elk
29V4117–Blue Kid
29V4118–Red Kid

Cozy Bootees for Baby
69c Pair

Smart quilted Rayon Satin with fluffy Rayon plush trim. Bow ties. *Gift boxed.*
Babies' Sizes: 1, 2, 3, 4, 5. Wide width. *State size.* Shipping weight, 5 ounces.
29 V 4114—Blue
29 V 4115—Pink

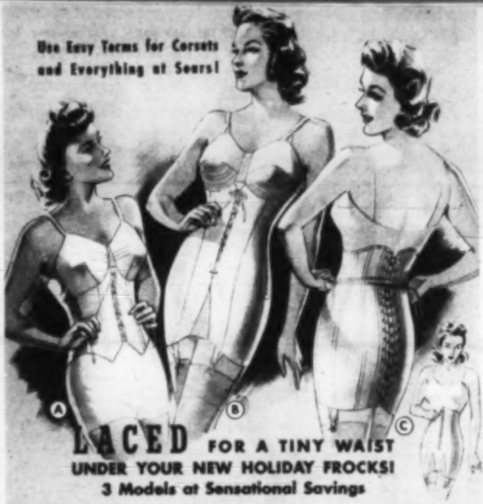
Fine Shoulderette She'll Treasure **$1.29**

Sears very best quality! Fine, soft All Wool Zephyr . . . light, yet warm, the height of cozy comfort! Attractive novelty patterned knit with flattering fluff of white Angora crochet around collar and wrists! Draws up snugly around neck with Rayon Satin ribbon. Useful all year—comfy protection for chilly evenings; makes a warm bed jacket. Ideal gift for invalids.
One Size: Fits 34 to 44-in. bust. Shipping weight, 13 ounces.
29 V 8070—Orchid
29 V 8071—Tearose

Foot Warmers!

Dainty comfies for nippy nights! Fine All-Wool Zephyr, slightly brushed, fluffy Angora trim. Pompon trim ties.
89c Pair
One Size Only
Shipping wt., 5 oz.
29 V 8065—Orchid

Use Easy Terms for Corsets and Everything at Sears!



LACED FOR A TINY WAIST UNDER YOUR NEW HOLIDAY FROCKS!

3 Models at Sensational Savings

Front Lacing Bra

$1.00 Ⓐ A $1.50 value! Laces down the front to give you a tiny waist. Boned front for diaphragm control, comfortable coiled wire boning at sides. Fine cotton batiste; batiste Lastex gore at center bust. Fabric under laces. Back hook. Length over bust, 17 inches. Tearose.

Bust Sizes: 34, 36, 38, 40, 42 in. *State bust size.* Shipping weight, 7 ounces.

18 V 697—Each.....$1.00

Laces and Zips

$2.84 Ⓑ Newest front lacing All-in-One. Cotton batiste, matching Darleen elastic sides. Boned; side talon. Length over bust, 25 in.; waist down, 15 in. Tearose.

For Med. to Tall Figures Fits Hips 2 to 5 Inches Larger than Bust

All Bust Sizes: 32, 33, 34, 35, 36, 37, 38, 39, 40; also 42, 44 in. *State bust, hip measure.* Shpg. wt., 1 lb. 6 oz.

18 V 138..............$2.84

Modern Back Lacer

$1.98 Ⓒ New, high-waisted back lacer. Built 2½ in. above waist at front, 3 in. at back; overall length, front, 15 in.; back, 17 in. 9-inch front Talon. Non-rust boning. Fine cotton batiste; elastic gores. 4 flat garters. $3.00 value. Nude color.

All Waist Sizes: 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36 in. *State waist, hip measure.* Shpg. wt., 1 lb. 2 oz.

18 V 218..............$1.98

HOW TO MEASURE: Please use a tape measure. If possible have someone help you. Take all measurements over dress; have the tape snug but not tight. Measure bust and hips at fullest part, waist at narrowest part. Do not add or deduct.

See Big Catalog for Complete Line of Corsetry

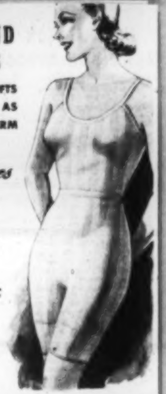
VESTS AND PANTIES

ARE WELCOME GIFTS WHEN THEY'RE AS DAINTY AND WARM AS THESE

Flatter-ees

25c Each Garment

3 for 72c



A grand Christmas gift! Very dainty—and figure-flattering! Super fine combed cotton with 10% warm wool and 2½% silk added, knit in panel tuck stitch.

Color: Tearose. *Sizes:* Small (32–34); Medium (36–38); Large (40–42)-inch bust or hip. *State size.* Shipping weight, ea., 4 oz.; three, 10 oz.

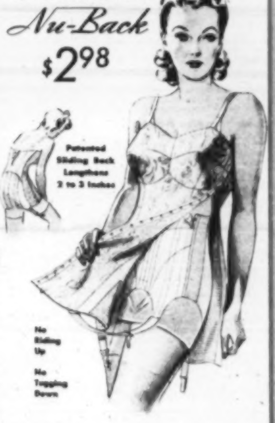
16 V 8650—Vest; knit rayon straps.

16 V 8651—Panty. Each..25c.................3 for 72c

15^00 VALUE LEADER

Nu-Back

$2.98


Patented Sliding Back Lengthens 2 to 3 Inches
No Sliding Up
No Tugging Down

America's Big Favorite! Controls firmly in any position. Sliding back lengthens 2 to 3 inches as you bend or sit. Sturdy, boned coutil and elastic inner belt flattens abdomen. Boned back. Outer garment of preshrunk brocaded rayon and cotton batiste. Tearose.

Fits Hips 2 to 5 in. Larger Than Bust

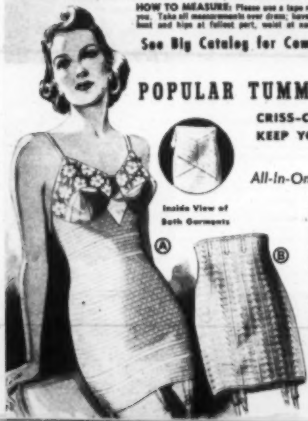
Bust Sizes: 34, 35, 36, 37, 38, 39, 40, 41, 42; also 44, 4 48 in. *State bust and hip measures.* Shpg. wt., 1 lb. 11 oz.

18 V 434—*For Medium and Tall Figures.* Length over bust, 23 in.; waist down, 15 in.; 10½ in. inner belt.$2.98

18 V 433—*For Short Figures.* Length over bust, 21 in. waist down, 13 in.; 8½ in. inner belt...............$2.98

POPULAR TUMMY CONTROLLERS

CRISS-CROSS ELASTIC BANDS KEEP YOU FLAT AND SLIM . .


Inside View of Both Garments
A
B

All-In-One **$1.39** Girdle **79c**

Priced for a real saving! The new way to tummy control! Your choice of two styles. Tearose color.

Ⓐ *All-in-One.* Firm 2-way stretch-Dura-Latex elastic. Rayon and cotton satin uplift in the net lined lace bust. Length over bust to garter, 23½ inches.

For Average and Full Figures

Bust Sizes: 34, 36, 38, 40, 42, 44, 46 in. *State bust and hip measure.*

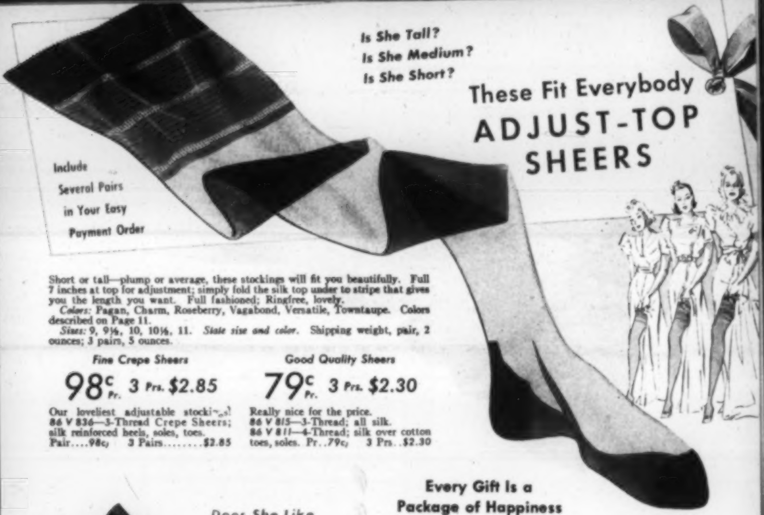
18 V 376—Shpg. wt., 12 oz....$1.39

Ⓑ *Girdle.* Tiny bones at top prevent rolling. Good quality 2-way stretch elastic. Lgth., about 15 in.

For Slender and Average Figures

Sizes to fit all waists: 23 to 34 in. *State waist and hip measure.*

18 V 124—Shpg. wt., 9 oz......79c


Include Several Pairs in Your Easy Payment Order

Is She Tall?
Is She Medium?
Is She Short?

These Fit Everybody
ADJUST-TOP SHEERS

Short or tall—plump or average, these stockings will fit you beautifully. Full 7 inches at top for adjustment; simply fold the silk top under to stripe that gives you the length you want. Full fashioned; Ringfree, lovely.

Colors: Pagan, Charm, Roseberry, Vagabond, Versatile, Towntaupe. Colors described on Page 11.

Sizes: 9, 9½, 10, 10½, 11. *State size and color.* Shipping weight, pair, 2 ounces; 3 pairs, 5 ounces.

Fine Crepe Sheers

98c Pr. 3 Prs. $2.85

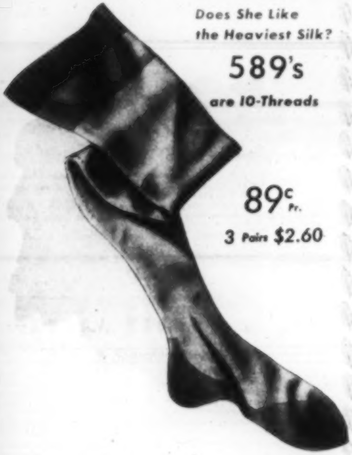
Our loveliest adjustable stockings!
86 V 836—3-Thread Crepe Sheers; silk reinforced heels, soles, toes.
Pair....98c; 3 Pairs........$2.85

Good Quality Sheers

79c Pr. 3 Prs. $2.30

Really nice for the price.
86 V 815—3-Thread; all silk.
86 V 811—4-Thread; silk over cotton toes, soles. Pr..79c; 3 Prs..$2.30

Every Gift Is a Package of Happiness



Does She Like the Heaviest Silk?

589's are 10-Threads

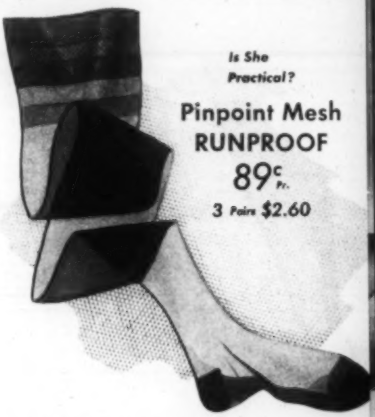
89c Pr.

3 Pairs $2.60

Our Service Stockings De Luxe! Thrilling for gifts . . . for we believe they're the longest wearing, heaviest silk stockings you can buy *anywhere*, regardless of price. Full 10-thread weight—half again as heavy as most service weights. Full fashioned. Ringfree. Reinforced with cotton under the silk French heel; mercerized cotton toes, heels, soles, tops.

Colors: Charm, Vagabond, Versatile, Towntaupe, Black, or White. See color descriptions on Page 11. *Sizes:* 8½, 9, 9½, 10, 10½ and 11. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 8 oz.

86 V 589—Pair..........89c; 3 Pairs..................$2.60



Is She Practical?

Pinpoint Mesh RUNPROOF

89c Pr.

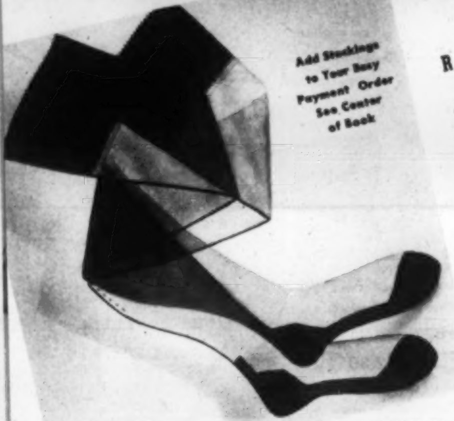
3 Pairs $2.60

Runs simply can't start in these stockings—that's why they're so popular. Fine pinpoint mesh chiffons, full fashioned, Ringfree, with every Royal Purple feature. Silk reinforced heels, soles, toes. Same quality would sell up to $1.15 in almost any other store! Colors are style-correct . . . keyed to the season's smartest fashions.

Colors: Pagan, Charm, Vagabond, Versatile, Towntaupe. Colors described on Page 11. .

Sizes: 8½, 9, 9½, 10, 10½. *State size and color.* Shipping weight, pair, 2 ounces; 3 pairs, 5 ounces.

86 V 452—Pair.................89c; 3 Pairs..............$2.60



Add Stockings to Your Easy Payment Order See Center of Book

REALLY RINGFREE

~~49c~~ VALUE 39c PAIR

3 PAIRS $1.10

Just as fine gauge as many full fashioned stockings. And truly Ringfree, made on 3-carrier machines, just like the better full fashioneds! Ultra-smart! Seam-effect back, slender French heels, low sandal soles, picot tops, smart colors. We believe they're the loveliest stockings you can buy at this price.

Colors: Charm, Vagabond, Versatile, Towntaupe. *Sizes:* 8½, 9, 9½, 10, 10½. *State size and color.* See opposite page for color description.

Sheer Crepe Chiffon

A practical chiffon weight for sheerness and wear. True Crepes! Silk tops; cotton heels and toes. Shipping weight, pair, 2 ounces; three pairs, 5 ounces.
86 V 660—Pair.........39c; 3 Pairs.........$1.10

Medium Service Weight

Long wearing for heavy duty, mercerized cotton tops, heels and toes. Shpg. wt., pair, 3 oz.; three pairs, 7 oz.
86 V 440—Pair.........39c; 3 Pairs.........$1.10

SILK AND WOOL

67c PAIR

3 PAIRS $1.95

Look Like Silk Yet They're 80% Wool

A practical gift for one who likes to look her best—yet keep warm in cold winter weather. These stockings look almost like silk—because the silk is on the outside. Three threads of silk, knit over one of fine wool—they're actually 80% wool, 20% silk.

A grand combination of smartness and warmth. Narrow French heels. Winter's smartest colors. The extra wear of double soles and mercerized cotton heels, toes, and inner tops.

Colors: French Tan, Gunmetal, Nubrown, (med. brown), Townwear, Woodbrown (dark brown), Black.

Sizes: 8½, 9, 9½, 10, 10½. *State size and color.* Shipping weight, pair, 4 ounces; 3 pairs, 10 ounces.
86 V 2570—Pair..........................67c 3 Pairs..........................$1.95

~~79c~~ VALUE 59c PAIR

3 PAIRS $1.70

ROYAL PURPLE WONDER VALUE

Full Fashioned Water Spotproof, Ringfree

You *know* they're high quality stockings in every sense of the word—for Royal Purple is a name given to *fine* stockings. You can be proud to give them—proud to wear them . . . Royal Purple means high quality! And please note: These are the *lowest* priced members of our Royal Purple line—but they are just as lovely, just as fine wearing as most 79c stockings. They are extra-fine gauge, full fashioned silk-clear and flawless and Ringfree. Water Spotproof, too, so a sudden shower won't mar their loveliness. Garter run stops for longer wear—picot tops for daintiness. Colors are flattering and misty—a perfect complement for rich winter fabrics.

Colors: Charm, Vagabond, Versatile, Towntaupe. *Sizes:* 8½, 9, 9½, 10, 10½. *State size and color.* See opposite page for color description.

Sheer Chiffons

A practical weight for sheerness that wears. Silk over mercerized cotton soles and toes. Shipping weight, pair, 2 ounces; 3 pairs, 5 ounces.
86 V 620—Pair............59c; 3 Pairs..............$1.70

Service Chiffons

Heavier and longer wearing than our sheer chiffons. Silk over mercerized cotton heels, toes and soles. Shipping weight, pair, 3 ounces; three pairs, 7 ounces.
86 V 630—Pair............59c; 3 Pairs..............$1.70

See Our General Catalog for More Hosiery Bargains

THE IDEAL GIFT

ROYAL PURPLE Carefree

REG U S PAT OFF

3 PAIRS $2.30

79c PAIR

The Only Aqua-Sec'd Stockings Under $1.00 a Pair

Royal Purple Colors

PAGAN . . . . . a lively rosy-rust.
CHARM . . . . . a light rose-beige.
ROSEBERRY . . . a smart rose-mauve.
VAGABOND . . . a medium brown-beige.
VERSATILE . . . . a staple neutral beige.
TOWNTAUPE . a neutral gray-beige.

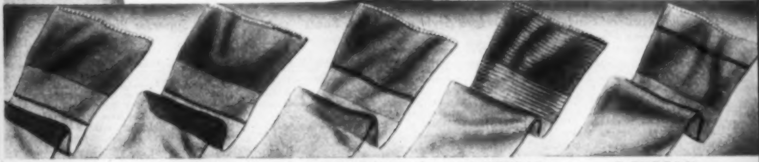
All colors not in all numbers; see individual descriptions for colors listed. SIZES: 8½, 9, 9½, 10, 10½. State size and color.

Whether for you or as a gift, Carefrees are the stockings for the holiday season! Clear, extra-fine gauge, absolutely flawless, they're the loveliest stockings we've seen at their price. Their smart colors were created by stylists who know fashion from A to Z.

Carefrees have more than beauty—Carefrees are famous for their long wear. Their stronger silk yarns, highly twisted to give more elasticity, minimize snags and runs, give Carefrees longer life. Their Aqua-Sec finish (amazing to find in a stocking costing less than a dollar) protects them from water spotting. Their finer details give them the air of far more expensive stockings.

Each pair is made with exquisitely fine seams, slender French heels. Full-fashioned in clear Ringfree texture. Garter run-stop. Make up an order of several pairs of one color — three pairs will then give four-pair service.

Include Several Pairs in Your Easy Payment Order. See Center of Book



2-THREAD

Super-sheer Grenadine Crepes, sheerest of all our Carefrees. Silk reinforced tops, heels, soles, toes.

Colors: Pagan, Charm, Roseberry, Vagabond, Versatile, Towntaupe. Shipping wt., pair, 2 oz.; 3 pairs, 5 oz.

86 V 752—Pair 79c
3 Pairs $2.30

3-THREAD

Sheer Crepes, most popular weight of all. Silk reinforced tops, heels, soles, and toes.

Colors: Pagan, Charm, Roseberry, Vagabond, Versatile, Towntaupe. Shipping weight, pair, 2 ounces; 3 pairs, 5 ounces.

86 V 645—Pair 79c
3 Pairs . . $2.30

4-THREAD

Practical Crepe Chiffons. Sheer, yet sturdy. Silk tops, toes, heels and soles.

Colors: Pagan, Charm, Roseberry, Vagabond, Versatile, Towntaupe. Shipping weight, pair, 2 ounces; 3 pairs, 5 ounces.

86 V 742—Pair 79c
3 Pairs . . $2.30

5-THREAD

Service-chiffons, longest wearing chiffons we know of. Silk tops. Silk-over-cotton heels, toes and soles.

Colors: Charm, Vagabond, Versatile, Towntaupe. Shipping weight, pair, 3 oz.; 3 pairs, 7 oz.

86 V 700—Pair 79c
3 Pairs . . $2.30

7-THREAD

Service weight—our longest wearing Carefrees. Serviceable cotton tops; silk-over-cotton toes, heels and soles.

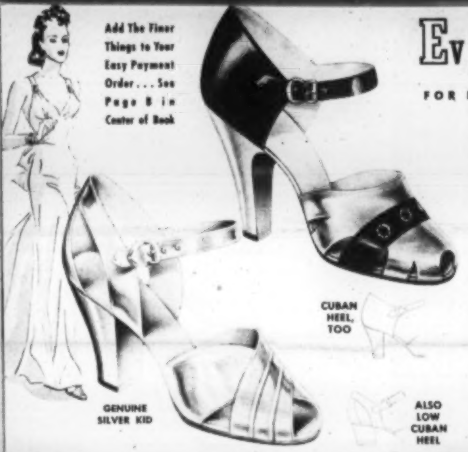
Colors: Charm, Vagabond, Versatile, Towntaupe. Shipping weight, pair, 3 oz.; 3 pairs, 7 oz.

86 V 535—Pair 79c
3 Pairs . . . $2.30

EVENING SANDALS

FOR MERRY CHRISTMAS PARTIES

Add The Finer Things to Your Easy Payment Order . . . See Page B in Center of Book



Symphonies in Gold and Silver

$1.79 Pair

Glamorously feminine! Black satin and gold or white satin and silver slippers.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium) width. *State size.* Shipping weight, 1 pound 4 ounces.

2½-Inch High Heel

15 V 7067—Black, Gold Color Trim.
15 V 7066—White, Silver Color Trim. Pair.......$1.79

2-Inch Cuban Heel

15 V 7056—Black, Gold Color Trim.
15 V 7055—White, Silver Color Trim. Pair.......$1.79

Romantic Genuine Silver Kid

$1.98 Pair

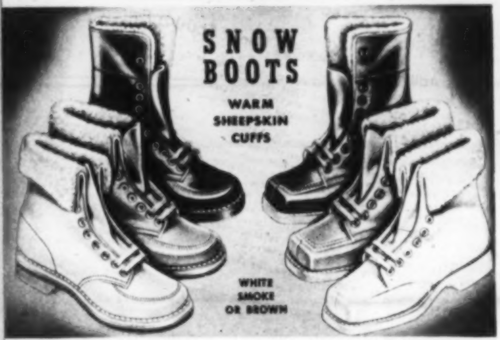
For dainty women who appreciate good quality—lustrous silver kid fantasies. Lovely for dancing. Leather sole. *State size and width.* Shpg. wt., 1 lb. 2 oz.

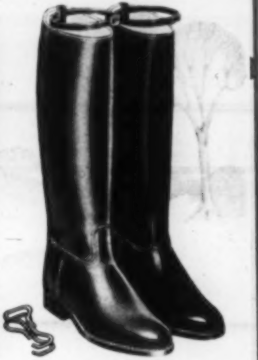
Women's Sizes 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in A (very narrow) width. *Sizes* 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in C (medium) width.
15 V 7070—2-Inch Cuban Heel. Pair.............$1.98

Women's Sizes 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in A (very narrow) width. *Sizes* 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in C (medium) width.
15 V 7071—1⅝-Inch Low Cuban Heel. Pair......$1.98

SNOW BOOTS

WARM SHEEPSKIN CUFFS





Get Outdoors for Fun!

$1.79 Pair

Don't let bad weather keep you indoors this winter! All the fun and hilarity of the snow season are yours in these rugged, protecting boots. They are built on the roomy, walled moccasin last—plenty of room for your heavy woolen socks or stockings. Durable uppers are of excellent grade elk-grained leather. Sheepskin cuffs snuggle warmly about your legs. Sturdy rubber soles and heels disregard the dampness. Leather insoles and counters. There is a world of fun in every pair!

Women's Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in D (medium wide) width. *State size.* Shipping weight, 2 pounds 4 ounces.

15 V 2045—White.
15 V 2046—Smoke.
15 V 2047—Brown. Pair.......$1.79

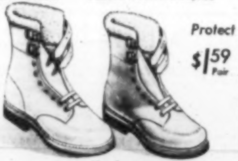
Oxford Styling on Snow Boots

$1.98 Pair

Newest square-toed snow boots! Built over a roomy walled last in the latest style. Uppers are of fine elk-grained leather with full tongues for complete warmth. Sheepskin cuffs. Rubber soles and heels.

Women's Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in D (medium wide) width. *State size.* Shipping weight, 2 pounds 2 ounces.

15 V 2205—White.
15 V 2206—Smoke.
15 V 2207—Brown.
Pair................$1.98



Sears Superior Riding Boot

$5.25 Pair

Genuine Goodyear Welts. Lined leather uppers. Soles and 1-inch heels of durable, smooth leather.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in C (medium) width. *State size.* Shipping weight, 3 lbs. 8 oz.
15 V 2015—Tan. 15 V 2025—Black. Pr. .$5.25

Folding Metal Boot Hook, handy to carry in your pocket. Shipping weight, 8 ounces.
15 V 2016—Pair..........................19c

Protect Children's Ankles From Snow

$1.59 Pair

Ideal for that wintry walk to school and for playing outdoors during cold weather. Shearling lined cuff. Leather uppers, insoles, and counters. Sport rubber soles and heels. Lined vamps.

Children's Sizes 8½, 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3. Wide width. *State size.* Shipping weight, 1 pound 13 ounces.
15 V 1726—White.
15 V 1727—Light Smoke Color.
15 V 1728—Brown. Pair................$1.59

LOVELY GIFT SCARFS

BUY WHATEVER YOU NEED NOW

See Easy Terms Page 8, in Center of Book

Special Value

Ⓐ Amazing low price! Embroidered scarf with your initial! All rayon double fabric, hand knotted fringe. *Size:* 10 x 41. White. All initials except: I, O, Q, U, V, X, Y, Z. *Print initial.* Shipping weight, 7 ounces. **49c**

18 V 4253.........49c

Handsome Pin

Ⓑ Exquisite scarf of rich rayon satin, double fabric. 3-initial rhinestone pin; safety clasp. Wear it on your dresses, too! *Size:* 10x43. White only. *Print three initials.* Shpg. wt., 8 oz. **98c**

18 V 4252.........98c

Colorful Plaids

Ⓒ Warm and comfy soft fine all wool zephyr scarf. An excellent value at this low price. Gay bright plaid; self fringe. A cheery note with your winter costumes—and makes a grand gift. *Size:* 10 x 47. Comes in assorted plaids and block patterns. Shipping weight, 6 ounces. **49c**

18 V 4255..........................49c

Gayly Striped Parka

New—padded roll brim; attached scarf; double knit, warm heavy cotton yarn. *Colors:* Royal Blue with White and Red; Brown with Orange and Kelly Green; Kelly Green with White and Rust. *State color.* Shpg. wt., 6 oz. **49c**

78 V 8745—Fits up to 23-in.

With Matching Mittens

Extra-warm knit, 80% rayon, 20% cotton. *Colors:* White, Red, Kelly Green, Royal Blue. *State color.* Hood fits up to 23 in. Mittens fit up to size 8. **$1.29 Set**

	Shpg. wt.	
78V9395M—Set.......	10 oz.	$1.29
78V9396M—Hood only.	6 oz...	74c
78V9397M—Mittens only.	5 oz...	59c

DELIGHT HER WITH FLUFFY HOOD AND MITTENS

Watch her eyes sparkle when she sees this adorable hood and mitten set. Double thick brushed knit; 30% mohair wool, balance cotton. Warm and smart as can be!

Colors: Red, Pacific (Lt.) Blue, Kelly Green, Brown or White. Hood fits up to 22-inch headsize. *Measure; state color.*

$1.00 Set

78 V 8725—Set.
Shipping weight, 12 oz..$1.00
78 V 8726—Hood only.
Shipping weight, 6 oz.....69c

SONJA HENIE PICKED THESE WINNERS

All Wool Parka

Ⓓ Sonja Henie's label of endorsement! Grand gift for the girl who knows style. Fluffy all wool with bright yarn ornament. Packed in gift box. **95c**

Colors: White, Red, Kelly Green, Brown, Royal Blue. *State color.* Shipping weight, 12 ounces.

78V9375—Fits all heads.

Parka and Mitten Set

Ⓔ Sonja Henie fashion, all wool mohair knit; soft nap. Hand embroidered trim. Comes in gift box. **$1.98 Set**

Colors: White, Red, Kelly Green, Navy. *State color.*

78 V 9380—Set. Shipping weight, 12 oz..$1.98
78 V 9381—Parka only. Shipping weight, 8 oz. Fits all headsizes...$1.29

"9 to 12" Girls' FAVORITE STYLE

Virginia Weidler Set $1.59

Pictured as worn by Virginia Weidler, the adorable little movie star. Peaked, feather trimmed hat of velvety cotton suede cloth with visor of krimmer effect fur fabric. Matching muff, warmly padded on both sides.

Little Miss just couldn't have higher hopes of Santa! Grand value! Comes in gift box.

Colors: Royal Blue with Gray, Red with Gray, Rust with Gray, also solid White. *Measure your headsize; state color.* Shipping wt., 1 lb.

78 V 9385—Fits 20¾ to 22-in. headsize.....$1.59

Pullover Sweater Hood and Mittens

Full Set $1.98

The kind of gift a smart girl likes best of all ... luxurious looking, gay, fun to wear! Fluffy brushknit, half mohair wool, half cotton, in classic pullover style. Brand new "Dutch" hood, with twin padded rolls for trimming.

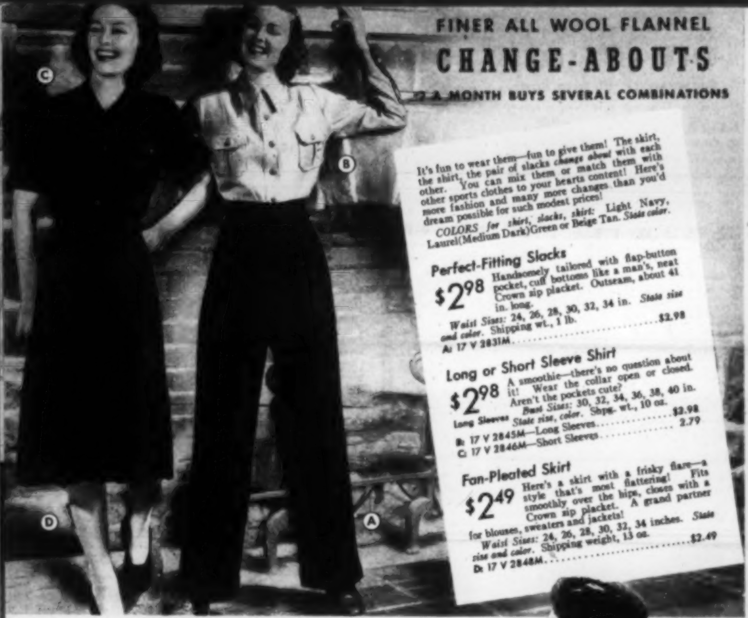
Colors: Pacific (Lt.) Blue, Bittersweet (Rust), Wintergreen (dark leaf green), American Beauty, Gold. Hat fits up to 23 in. Sweater and mittens in Medium size. Sweater fits 32 to 42 in. bust. *Measure; state color.*

78 V 9390—Set. Shpg. wt., 1 lb...........$1.98
78 V 9391—Hat only. Shpg. wt., 9 oz 59c

FINER ALL WOOL FLANNEL

CHANGE-ABOUTS

$7 A MONTH BUYS SEVERAL COMBINATIONS



It's fun to wear them—fun to give them! The skirt, the shirt, the pair of slacks *change about* with each other. You can mix them or match them with other sports clothes to your hearts content! Here's more fashion and many more changes than you'd dream possible for such modest prices!

COLORS for shirt, slacks, shirt: Light Navy, Laurel(Medium Dark)Green or Beige Tan. *State color.*

Perfect-Fitting Slacks

$2.98 Handsomely tailored with flap-button pocket, cuff bottoms like a man's, neat Crown zip placket. Outseam, about 41 in. long.

Waist Sizes: 24, 26, 28, 30, 32, 34 in. *State size and color.* Shipping wt., 1 lb.

A: 17 V 2831M……$2.98

Long or Short Sleeve Shirt

$2.98 Long Sleeves

A smoothie—there's no question about it! Wear the collar open or closed. Aren't the pockets cute?

Bust Sizes: 30, 32, 34, 36, 38, 40 in. *State size, color.* Shpg. wt., 10 oz.

B: 17 V 2845M—Long Sleeves……$2.98

C: 17 V 2846M—Short Sleeves……2.79

Fan-Pleated Skirt

$2.49 Here's a skirt with a frisky flare—a style that's most flattering! Fits smoothly over the hips, closes with a Crown zip placket. A grand partner for blouses, sweaters and jackets!

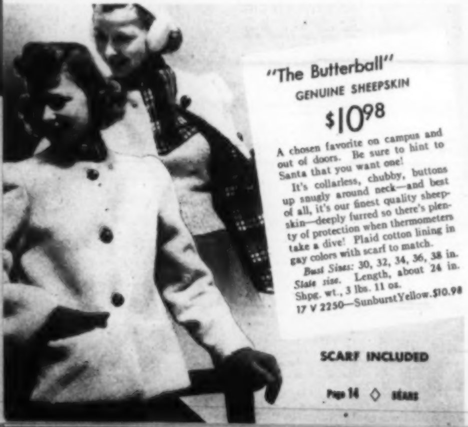
Waist Sizes: 24, 26, 28, 30, 32, 34 inches. *State size and color.* Shipping weight, 13 oz.

D: 17 V 2848M……$2.49

USE YOUR CREDIT TO BUY THESE

NEW FASHIONS WITH GIFT APPEAL

Send your order to Sears nearest Mail Order House and allow postage from there. Sportswear on this page will be sent from New York Fashion Headquarters.



"The Butterball"

GENUINE SHEEPSKIN

$10.98

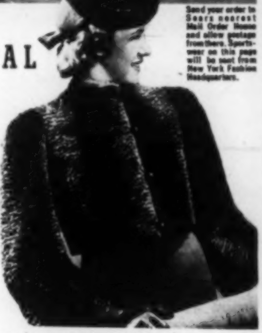
A chosen favorite on campus and out of doors. Be sure to hint to Santa that you want one!

It's collarless, chubby, buttons up snugly around neck—and best of all, it's our finest quality sheepskin—deeply furred so there's plenty of protection when thermometers take a dive! Plaid cotton lining in gay colors with scarf to match.

Bust Sizes: 30, 32, 34, 36, 38 in. *State size.* Length, about 24 in. Shpg. wt., 3 lbs. 11 oz.

17 V 2250—Sunburst Yellow.$10.98

SCARF INCLUDED



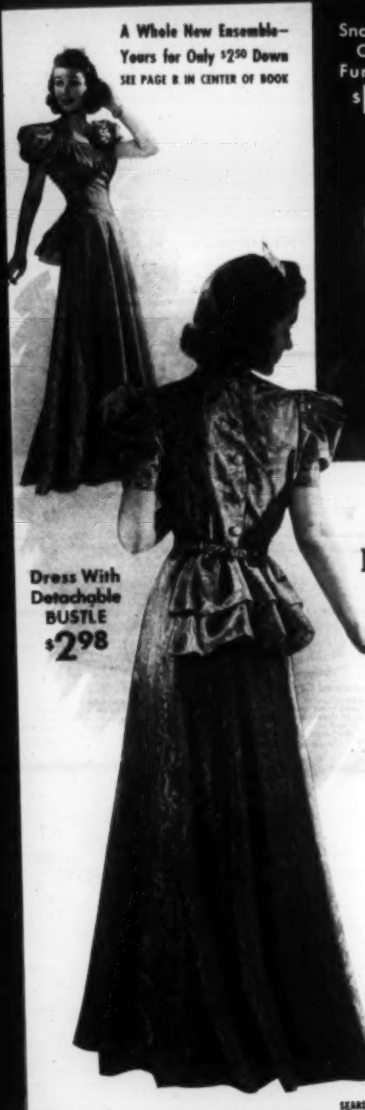
Fashionable Fur Fabric

$2.98 Fashion's newest jacket is short and sweet! Well-cut with proudly squared shoulders, new bell sleeves—it's a perfect finale to any costume! The Ombre Persian-effect fur fabric is tightly curled rayon with a cotton back so it looks like real fur! Rayon lining. Looks much more than its modest price!

Bust Sizes: 30, 32, 34, 36, 38 inches. *State size.* Length, about 17 inches. Shpg. wt., 1 lb. 4 oz.

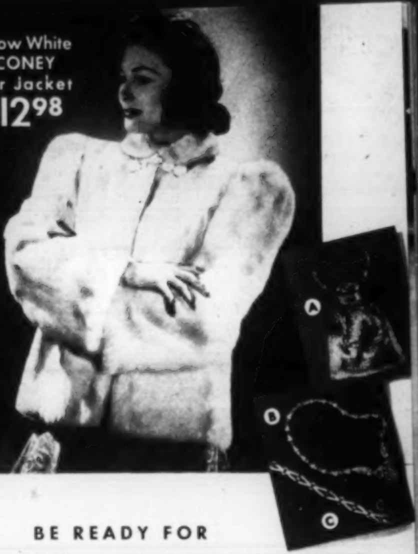
17 V 3100—Dark Gray with Black……$2.98

A Whole New Ensemble—
Yours for Only $2.50 Down
SEE PAGE B IN CENTER OF BOOK



Dress With Detachable BUSTLE $2.98

Snow White CONEY Fur Jacket $12.98



BE READY FOR

MERRY CHRISTMAS PARTIES

Flattering Snow White Coney, a soft and luxurious fur, in a new chubby jacket makes a delightful gift! Smart squared shoulders, flattering small collar, handsome frog fastening. Soft Rayon-Satin lining, warm interlining.

Color: White only. *Misses' Sizes:* 12, 14, 16, 18, 20 to fit 30, 32, 34, 36, 38-inch bust. *State size.* Length, 24 inches. Shipping weight, 2 pounds 3 ounces.

17 V 5952—Cash Price.................................. **$12.98**

Only $2 down on Sears Easy Terms—See Page B in center of book.

Fashion Sensation—The Bustle Dress! Most exciting new style of the year—wonderfully becoming! Notice the square shirred neckline, high puffed sleeves, emphasized slim waistline . . . all news! The bustle is detachable—wear the dress without it, fastening the tie-back sash in a demure bow. Of good quality All Rayon Moire Taffeta.

Colors: Petal Rose, Royal Blue, American Beauty or Black. *Misses' Sizes:* 12, 14, 16, 18, 20 to fit 30, 32, 34, 36, 38-inch bust. *State size, color.* Length, 59 inches.

31 V 2688—Shipping weight, 1 pound 8 ounces.......... **$2.98**

Ⓐ Tiny—and so attractive with your new gold jewelry and bustle frock! Sparkling gold-colored metal mesh, flexible and non-tarnishable. Gold colored, folding gate-frame top that opens wide and closes tight under the attractive "powder box" lid. *Size:* 3⅝ x 4 inches. Gold color only.

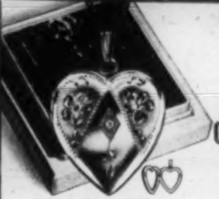
18 V 3668—Shipping weight, 5 ounces.................. **$1.00**

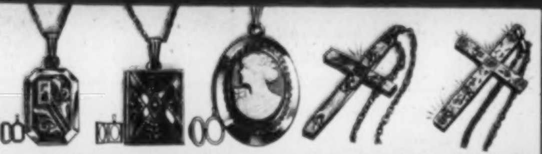
Sparkling Rhinestones set in gold color metal. There's nothing smarter looking than the gold accent with your dark dresses. Glamorous for evening wear . . . festive for any occasion. The necklace and bracelet make a lovely set—and a perfect gift, at Sears holiday special prices. Shipping weight, each, 4 ounces.

Ⓑ *4 V 3706*—***Necklace***—Both chain and pendant studded with rhinestones. Chain about 15 in. long............... **98c**

Ⓒ *4 V 3707*—***Bracelet to Match***—Flexible type. About ½ inch wide with safety guard chain.......................... **98c**

Send order to Sears nearest Mail Order House; allow postage from there. All items on opposite page and Fur Jacket, Evening Dress on this page, sent direct from New York to you.





Jewelry That Is Sentimentally Appealing . . . The Sweetest Gift You Can Give

Old Fashioned Charm

$5.00 value! A lovely gift! 12K yellow gold filled locket and chain. Set with a genuine diamond. Size, 1x1⅛ in.—holds 2 pictures. Chain, 18 in. long. Gift box. Shpg. wt., ea., 3 oz.

4 V 4194 . . . . $2.98

No Diamond—Engraved Initial.

4 V 04195—*Print initial* . . 1.98

Smart Simplicity

$2.50 quality! The perfect gift for her! 10K yellow gold filled locket and chain. Hand engraved design and initial. ⅝x½ in. Holds 2 pictures. Chain, 18 in. long. *Print initial wanted.*

4 V 04198 . . . $1.49

Genuine Diamond

Worth $5.00! Holds 2 pictures. 1/20th 12K yellow gold filled locket, chain. Set with genuine diamond. Locket, ⅝x⅝ in.; chain, 18 inches.

4 V 4196 . . $2.98

4 V 4197—Without diamond. $1.98

Genuine Cameo

Actually a $6.00 value! Genuine hand carved cameo. 1/20th 12K yellow gold filled locket and chain—exceptionally fine quality that lasts! 1⅛x⅞-in. locket. Holds two pictures. 18-in. chain.

4 V 4200 . . $3.95

Diamond Set

$4.50 value! 1/20th 12K yellow gold filled. 1⅛ inches long. Hand engraved. Genuine diamond. 18-in. chain.

4V4202 $2.79

4V4203 — No diamond . . . $1.39

Sparkling Beauty

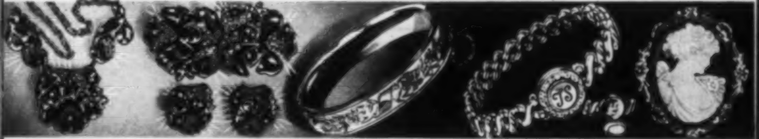
Simulated diamonds or rubies set in yellow gold filled cross. Cross 1⅛-inch; 18-in. Chain. Simulated Diamonds. Makes a fine gift.

4V4207 . . $2.98

Simulated Rubies.

4 V 4208 . . . $2.98

Perennial fashion favorites! Each is packed in a lovely gift box. Shipping weight, each, 3 ounces.



New Scintillating "LaRose" Jewelry

What marvelous gifts this stunning jewelry makes! Sparkling beauty. Lustrously enameled in choice of Sapphire Blue or Rust Brown with green leaves and studded with brilliant simulated diamonds. Yellow gold plated mountings and chain. *State color.* Shipping weight, each, 4 ounces.

4 V 4149—Gorgeous Necklace and a perfect gift. 15-in. Chain. 1½-in. Center drop $4.89

4 V 4024—2⅝x1⅛ inches. Duette Pin. May be worn as a brooch or as two clips $4.89

Always in Fashion

$6.00 quality! 1/20th 10K yellow gold filled hinge style bracelet . . . Red-gold color decoration in two-tone effect. ½ in. wide. Safety chain. Gift box. Shipping weight, 3 ounces.

4 V 4518 . . . . $3.98

Signet Locket Bracelet

Expansion style fits any wrist. Yellow gold filled. ⅝ in. wide. Holds 2 pictures. *Print initials.* Shpg. wt., 3 oz.

4 V 04506 . . . . . $5.98

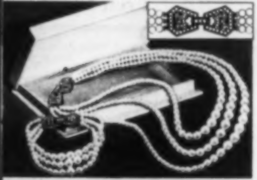
4 V 04510—Without locket opening $4.98

Cameo Brooch

1/20th 12K yellow gold filled frame; green gold color trim. Size, 1⅛x1 in. Shpg. wt., 3 oz.

4 V 4022 . . . . $2.59

4 V 4023—10K solid yellow gold frame. Similar style $4.98



"Night-and-Day"

New necklace and bracelet set of simulated pearls. For daytime it may be worn as a necklace of medium length with matching bracelet . . . both with sparkling rhinestone clasps. For formal wear . . . simply join the necklace and bracelet together by the clasps and presto—you have a new longer necklace! Shipping weight, 5 oz.

4V3826—Set. $1.95

4 V 3827—Necklace only $1.00

Personalized Compact

Genuine alligator grained leather, with gold color metal trim. Size, 3⅛ in. in diameter. Holds loose powder and puff. Brown or black. *State color; print initials.*

4 V 4615—Shpg. wt., 5 oz. $1.00

Triple Compact

Worth $3.00! Contains cream rouge and lipstick. Holds loose powder. Silver plated on gold color metal in two-tone effect—brocaded engraved design. Size, 2⅝x2¼ in.

4 V 4616—Shpg. wt., 5 oz $1.98

A FAVORITE FOR HIM
$1.89
Initials Included

A TRAVEL-BRELLA FOR HER
$2.88 Printed Cotton
Extended Full Size
Folded Up Small

Combination

Ⓐ Coin Purse, Billfold in genuine leather, pin seal grained. Size, 2⅛x4 in. Zip coin section; folding bill section. Snap fastener. *Colors:* Black, Brown, Red. *State color; print name.*

18 V 2407

Shipping wt., 2 oz 59c

Carry All

Ⓑ Zip "Carry All" in genuine leather. Billfold; license pocket; coin pocket; 4 key hooks; pencil, pad. Name in gold. 4x2⅛ inches. *Colors:* Black, Red, Blue. *State color; print name wanted.*

18 V 2354

Shipping wt., 4 oz 89c

Initialed Gloria

The kind of umbrella that every man likes! There's excellent wear in the high grade cotton and silk Gloria cloth. Plain wooden handle with two initials. 10-rib frame; sturdy wood rod. Length, about 34½ inches. A grand Christmas gift for anyone! Black only. *Print two initials wanted.* Shipping weight, each, 2 pounds 1 ounce.

18 V 4520 . . . . $1.89

Perfect Gift Travel-Brella

Grand for travel and shopping. Opens to a full size umbrella; folds to half its size! Silver color frame. Collapsible steel rod; composition handle, tips, stub. Rayon case. Choice of two excellent fabrics. Lgth., open, 20¼ in.; closed, 11¼ in. *Colors:* Solid Black or Navy Blue. *State color.* Shipping wt., ea., 1 lb. 6 oz.

Cotton and Silk Gloria for long wear.

18 V 4646—*State color* $3.79

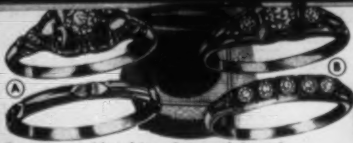
Smart Printed Cotton—Big value!

18 V 4647—*State color* 2.88

Folds to Half Size

Packs Easily

Opens to Full Size



Buy Her a Matching Set and Save!

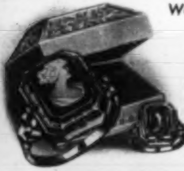
$14.95 And Up Make it her happiest Christmas with one of these brilliant matching sets! Solid 14-K Yellow or White gold. Diamond Carat-size listed is for center diamond in engagement ring. Finger sizes, 5 to 8. *State size and gold choice.* In lovely gift box. (A) Beautifully engraved; (B) Has additional diamonds. Shpg. wt., set, 5 oz.

(A) 4 V 03424—Complete Set	
1/16 Carat	$14.95
1/8 Carat	23.95
▲1/5 Carat	37.95
▲1/4 Carat	49.95
4 V 03321—Engagement Ring Only	
1/16 Carat	$11.95
1/8 Carat	20.95
▲1/5 Carat	34.95
▲1/4 Carat	46.95
4 V 03142—Wedding Ring Only	
Hand Engraved	$3.95

(B) 4 V 03421—Complete Set	
1/16 Carat	$24.95
1/8 Carat	34.95
▲1/5 Carat	48.95
▲1/4 Carat	59.95
4 V 03327—Engagement Ring Only	
1/16 Carat	$14.95
1/8 Carat	24.95
▲1/5 Carat	38.95
▲1/4 Carat	49.95
4 V 03198—Wedding Ring Only	
5 Diamonds	$10.95

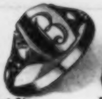
Women's Stone-Set Rings

NEW! 2-IN-1 RING

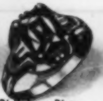


$5.95 A clever new idea! Center stone is genuine cameo on one side, simulated red ruby on the other. Turns on pivot, so that a cameo ring may be worn on one day, a ruby the next! Actually two rings in one! 10-K solid yellow gold mounting. In gift box. Sizes 5 to 8. *State size.* Shpg. wt., 5 oz.

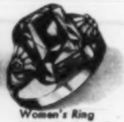
4 V 5325–$9.00 Value . . . $5.95



Signet Ring
$3.50 Value! For girls or boys. 10-K solid yellow gold, with hand engraved initial. *Print initial.* Sizes 3 to 6.
4 V 05104 . . **$1.98**



Birthstone Ring
$3.00 Value! For girls. Brilliant simulated birthstone in 10-K solid yellow gold setting. *State month.* Size 3 to 6.
4 V 05051 . . **$1.98**

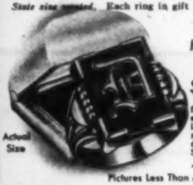


Women's Ring
$4.50 Value! To delight her! Simulated birthstone in 10-K solid yellow gold. *State month.* Sizes 5 to 8.
4 V 05052 . **$2.98**

State size wanted. Each ring in gift box. Shipping wt., each, 5 oz.

Husky Rings for Men

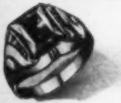
MEN'S INITIAL RING



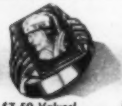
$5.95 $9.00 Value! The massive kind that looks best on any man's or boy's finger! Genuine black onyx stone with raised gold plated initial. 10-K solid yellow gold mounting. Sizes 8 to 12. *State initial and size.* In gift box. Shipping weight, 5 ounces.

4 V 4789 . . . . $5.95

Pictures Less Than Actual Size

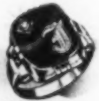


Red Ruby Stone
$9.00 Value! Synthetic stone in rich 10-K solid yellow gold mounting. A princely gift for any man at a great saving!
4 V 4800 . . **$5.98**



$7.50 Values!
Genuine Tiger-Eye or Hematite stones. Sterling silver, 10-K yellow gold trim.
4 V 4651 Tiger-Eye . . **$4.98**
4 V 4652 Hematite $4.98

Sizes, 8 to 12. *State size wanted.* In gift box.



Initial Ring
$12.00 Value! A gift of real worth! Genuine diamond set in black onyx stone. 10-K solid yellow gold mounting and initial. *Print initial wanted.*
4 V 4790 . . **$7.98**
Shpg. wt., ea., 5 oz.

Sparkling Diamonds—Save ⅓ or More

$8.98 And Up

The Gift of gifts for the Day of days! Quality equal to this regularly sells for at least ⅓ more! Choice of 14-K solid yellow or white gold engraved settings. Engagement and wedding ring to match may be bought together. Take advantage of our Easy Terms. See Page B, center of book. Ring sizes, 5 to 8. Sizes listed below are for center diamond only. *State ring size, size of center diamond, and color of gold wanted.* In beautiful box. Shipping weight, each 5 ounces.

(A) Gorgeous New Design

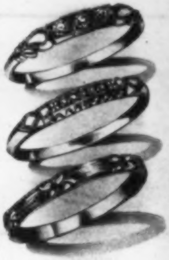
4 V 03347—Engagement ring only with three sparkling diamonds.	
1/16 Carat	$13.95
1/8 Carat	23.95
▲1/5 Carat	35.95
▲1/4 Carat	49.95
4 V 03094—Wedding Ring to Match	
7 Diamonds	$14.95

(B) Fancy Setting

4 V 03351—Engagement ring only. Gracefully engraved.	
1/16 Carat	$ 8.98
1/8 Carat	19.45
▲1/5 Carat	31.45
▲1/4 Carat	45.45
4 V 03095—Wedding Ring to Match	
5 Diamonds	$9.95

All white gold rings on this page and all rings marked ▲ shipped from Chicago or Philadelphia. Order and pay postage from nearest Mail Order House. Buy on Easy Terms . . . see Page B, center of book.

LOVELY WEDDING BANDS



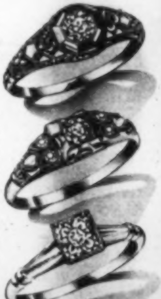
Exquisitely Designed
Regular $7.50 to $10.00 values! One of our greatest presentations—priced far below what you'd expect! 10-K solid yellow or white gold mounting, slim and enchantingly designed.
4 V 03096—*With 3 Diamonds* . . . **$4.95**
4 V 03097—*With 5 Diamonds* 6.95

$15.00 to $20.00 Values
Ablaze with the brilliance of many diamonds! 14-K Solid Yellow or white gold in a slender queenly, coronet-like pattern. Very reasonably priced, too!
4 V 03098—*With 5 Diamonds* . . . **$9.95**
4 V 03099—*With 7 Diamonds* 12.95

Hand Engraved Design
$7.50 Value! Make her happy with this heavy, better quality ring that's a work of art! 14-K solid yellow or white gold in an exquisitely detailed, new style "blossom" pattern. Hand engraved.
4 V 03101 . . . . **$4.95**

Sizes, above rings, 5 to 8. *State size and color of gold wanted.* Bride's Book and gift box included. Shpg. wt., each, 5 oz.

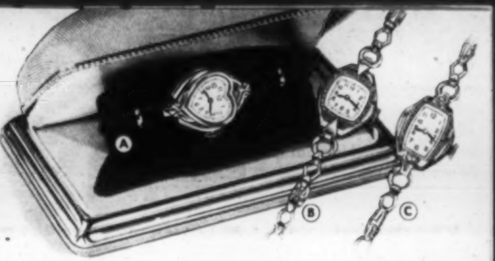
DIAMOND-SET BEAUTIES!



$7.50 and $9.00 Values
Priced far lower than you'd expect for so much charm! Sparkling diamond in setting that makes it appear larger. 10-K solid yellow or white gold mounting, with intricate side design.
4 V 03360—2/100 carat diamond **$5.75**
4 V 03369—3/100 carat diamond . . 6.75

Set With 5 Diamonds
$20.00 Value. A price that makes it possible for you to give her a many-diamond ring! Sparkling 4-point center diamond; 4 small side diamonds. 14-K solid yellow or white gold mounting. Conservative but graceful pattern.
4 V 03401 . . . . **$12.95**

A New Ring Idea!
Four diamonds are so expertly set that they appear to be a large single diamond of ½-carat size worth $100.00—a brilliant, glittering gem! Set in a new, smartly designed 14-K solid yellow gold mounting that climaxes in the lovely stones!
▲4 V 03425—$30.00 value **$19.95**
Sizes of above rings, 5 to 8. *State size and color of gold where necessary.* Each in gift box. Shpg. wt., ea., 5 oz.



7-Jewel Ball Watch

Ⓐ **$9.95**

The clever new "crystal gazer"! Round glass, both back and front magnifying the dial and revealing the accurate Swiss movement. Sides banded in 10-K yellow Rolled Gold plate! Black silk cord. Gift box. Shpg. wt., 8 oz.

4 V 377 7-Jewel	$9.95
4 V 378 17-Jewel	12.95

7-Jewel Lapel Watch

Ⓑ **$9.95**

A glass ball watch on a modern lapel pin like grandmother's Chatelaine! . . . Reliable Swiss movement. Pin and side Band in glowing 10-K Yellow Rolled Gold Plate. Side dial. Gift box. Shipping weight, 8 ounces.

4 V 379 7-Jewel	$9.95
4 V 380 17-Jewel	12.95

7-Jewel "Sweetheart"

Ⓐ **$9.95**

An exquisite, dainty little heart in 10-K Yellow Rolled Gold Plate. Delicate design . . . sleek black silk cord. Reliable Swiss movement. Stainless steel back. Gift box. *State wrist size.* Shipping weight, 9 oz.

4 V 147—7-Jewel	$9.95
4 V 148—17-Jewel	12.95

7-Jewel Cushion Style

Ⓑ **$9.95**

10-K Yellow Rolled Gold plate case in the very popular cushion style. Matching link bracelet. Exquisite detail—dependable Swiss movement. Stainless steel back. Gift box. *State wrist size.* Shipping weight, 9 oz.

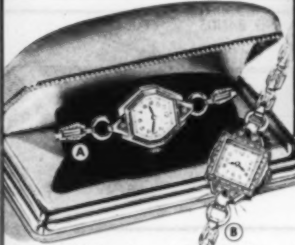
4 V 369—7-Jewel	$9.95
4 V 370—17-Jewel	12.95

7-Jewel Oval Shape

Ⓒ **$9.95**

A delightfully small, feminine watch! Accurate Swiss movement. A really remarkable value! 10-K Yellow Rolled Gold plate case, stainless steel back. Matching link bracelet. Gift box. *State wrist size.* Shpg. wt., 9 oz.

4 V 365—7-Jewel	$9.95
4 V 367—17-Jewel	12.95



7 Jewels 2 Diamonds

Ⓐ **$11.95**

It's true; you can find a lovely diamond set, dependable watch at such a very low price. Dainty flattering octagonal watch with 10-K Yellow Rolled Gold plate case, set with two twinkling diamonds. Stainless steel back. Matching link bracelet. Reliable Swiss movement. In gift box. *State wrist size.* Shipping weight, 9 ounces.

4 V 104 7-Jewel	$11.95
4 V 105 17-Jewel	14.95

7 Jewels 4 Diamonds

Ⓑ **$14.95**

Give her this perfectly exquisite little watch with its four sparkling diamonds set in a 10-K Yellow Rolled Gold plate case, for an astonishingly low price. Steel back. Flattering tiny square design and matching link bracelet. She'll never want to take it off. Swiss movement. Gift box. *State wrist size.* Shpg. wt; 9 oz.

4 V 106 7-Jewel	$14.95
4 V 107 17-Jewel	17.95

Very Special For Christmas

$9.95

7-Jewels

$22.50 Quality tiny round watch with a smart plain round case set with two genuine cut diamonds (not chips). (Not shown.) Reliable Swiss movement . . . flattering black silk cord band, stainless steel back. A wonderful value at so low a price! In gift box. Shipping weight, 9 ounces.

4 V 750 7-Jewel	$9.95
4 V 751 17-Jewel	$13.95

TINY WATCHES WITH SPARKLING DIAMONDS SET IN SOLID GOLD

For Easy Payment Terms, See Page 8 in center of Book

Of Course you want her to have the very best of watches . . . one that you will give her with pride . . . that she will wear with pride! This Christmas it is possible, and convenient . . . Use Sears Easy Payment Plan and pay without strain while she wears her lovely watch!

Just the tiniest, feminine bit of a watch with the sparkle of diamonds and an altogether expensive air! The sort of a watch that makes a woman's wrist look so appealing . . . so exquisitely fragile! And definitely the sort of a watch a man really enjoys giving, not only because of its rich look, and its perfectly designed case . . . but because of the real value of the precious 14-K Solid Gold case with its scintillating diamonds, the accuracy of the fine 17-Jewel Swiss movement, and its craftsmanship! These tiny watches boast prices as tiny as they . . . and values to match their appearance! And one of them is sure to be made just for her . . . and priced just for you! Each has silk cord bracelet. *Each in gift box. State Wrist Measurement.* Shpg. wt., ea., 9 oz. Watches marked ▲ shipped from Chicago and Phila. only. Order and pay postage from nearest mail order house.

Solid Gold Case

$19.95 Cash

Only $2.50 Down

Worth all of $23

A really stunning watch at an unusually low price for such high quality! The popular round shape. Solid 14-K Yellow gold case with two sparkling diamonds set in gleaming solid white gold. Black silk cord band.

4 V 108 . . . . . $19.95

4 Genuine Diamonds

$24.95 Cash

Only $3.00 Down

A full $30 Value

Ever so smart with its delicately engraved cushion shaped case of 14-K Solid Yellow Gold with four scintillating diamonds set in rich Solid white gold. Slenderizing black silk cord with reliable safety clasp.

▲4 V 0109 . . $24.95

12 Sparkling Gems

$33.95 Cash

Only $4 Down

Elsewhere $42.50

Beautiful 14-K Solid White Gold case with its twelve flashing diamonds. No woman could resist this charming oval watch. Such a tiny watch and such a perfect gift. Becoming silk cord band in black will please her.

▲4 V 0110 . . $33.95

20 Bright Diamonds

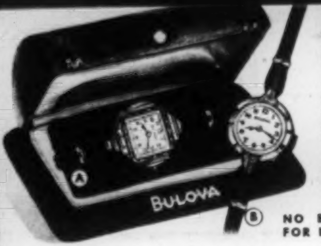
$44.95 Cash

Only $5 Down

Valued at $52.50

An exquisite jewel-set watch with twenty dazzling diamonds set into a magnificent case of 14-K Solid White Gold . . . the tiny beautifully designed square case, and rich black silk cord band slyly flatter the wrist.

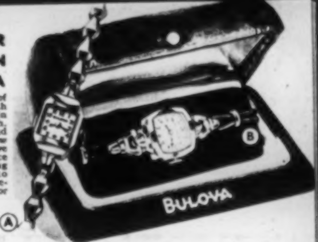
▲4 V 0111 . . . $44.95



TRADE IN YOUR OLD WATCH ON A NEW BULOVA

Any old watch, regardless of its age or condition, is worth $2.50 and up on a trade-in for a new Bulova watch. Send us your old watch and a letter indicating your new Bulova selection and we will advise you of allowance we will make before filling order. This offer applies to any Sears catalog and whether you buy for cash or easy terms.

NO EXTRA CHARGE FOR EASY PAYMENTS



Bulova "Priscilla"

Ⓐ $24.75

The "Priscilla" . . . as quaintly appealing as the Plymouth maid of long ago. 17 jewels. Engraved 10-K yellow rolled gold plate case in the newer square shape. Black silk cord wristband. *State wrist size.* In Gift Box.

4 V 0541—Postpaid.....$24.75

Same Price Cash or Terms. Easy Terms: $3 Down, $4 Monthly.

Bulova "Elizabeth"

Ⓑ $24.75

All the regal elegance of a true queen! If she prefers simplicity . . . this is her watch! 17 jewels. 10-K yellow rolled gold plate case. Round shape. Black silk cord. *State wrist size.* In Gift box.

4 V 0542—Postpaid.....$24.75

Same Price Cash or Terms. Easy Terms: $3 Down, $4 Monthly.

Bulova "Miss America A"

Ⓐ $37.50

Who's your nomination for "Miss America"? Wife, sweetheart or daughter . . . she'll love this latest triumph in watches! 17 jewels. 10-K yellow gold filled case with matching link bracelet. Gift box. *State wrist size.*

4 V 0539—Postpaid.....$37.50

Same Price Cash or Terms. Easy Terms: $3 Down, $4 Monthly.

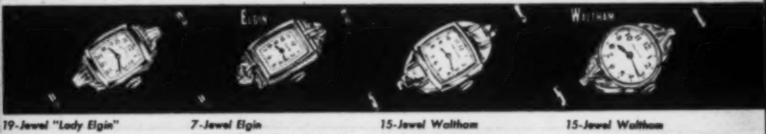
Bulova "Miss America B"

Ⓑ $33.75

A Companion to "Miss America A" . . . and every bit as lovely! 17 jewels. The attractive cushion shaped case is 10-K yellow gold filled. Black silk cord wristband. *State wrist size.* Gift box. *Postpaid.*

4 V 0540................$33.75

Same Price Cash or Terms. Easy Terms: $3 Down, $4 Monthly.



19-Jewel "Lady Elgin"

An Elgin masterpiece . . . a true aristocrat! Plain 14-K yellow gold filled cushion shape case. Black silk cord wristband. In gift box. *State wrist size. Postpaid.* Terms: $5 Down $5 Monthly.

▲4V0417—Cash or Terms. $47.50

7-Jewel Elgin

"Classic," with Elgin distinction. Plain 10-K yellow rolled gold plated round case with stainless steel back. Same price cash or terms. *State wrist size. Postpaid.*

▲4 V 0579—Black cord. $24.75

▲4 V 0578—Link Band. 27.50

Watches marked with ▲ shipped from Chicago and Philadelphia only. Order from nearest mail order house.

15-Jewel Waltham

Sly flattery for slender wrists . . . watches designed to please. Plain 14-K solid yellow gold case. Cushion shape. Black cord wrist band. *State wrist size.* Shipping weight, 9 ounces.

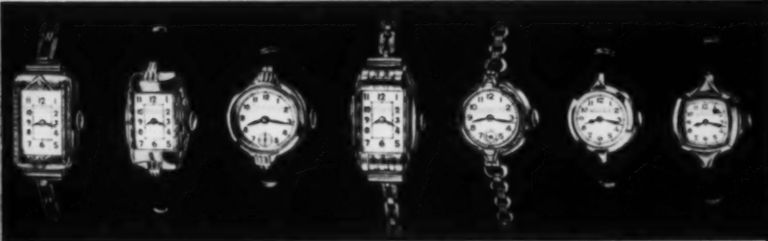
4 V 0492................$26.00

15-Jewel Waltham

Be a smart Santa Claus! Tuck this dream of a watch in someone's stocking! Engraved, 14-K solid yellow gold round case. Black silk cord band. *State wrist size.* Shpg. wt., 9 oz.

4 V 0480................$26.00

ALL ILLUSTRATIONS ON PAGE ⅝ ACTUAL SIZE



Women's 7-Jewel Swiss Watches at Savings of ½ or More

Oblong Case

$4.50

Chrome

Swiss movement. 7 jewels.Chromium or 10-K yellow rolled gold plated case, steel back. Matching bracelet. *State wrist size.* Shpg. wt., 9 oz.

4 V 332
Chrome....$4.50

4 V 333
10-K gold...$6.50

Oblong Style

$5.49

Chrome

Swiss movement 7 jewels. Chromium or 10-K yellow rolled gold plate case, stainless steel back. Black silk cord wrist band. Shpg. wt., 9 oz.

4 V 112
Chrome....$5.49

4 V 113
10-K gold..$7.49

Round Style

$5.95

Chrome

Swiss movement. 7 jewels. Chromium or 10-K yellow rolled gold plate case with stainless steel back. Black silk cord. Shipping weight, 9 ounces.

4 V 114
Chrome....$5.95

4 V 115
10-K gold...$7.95

Rectangular

$6.95

Chrome

Finer Swiss movement. 7 jewels. Chrome or 10-K yellow rolled gold plated case with steel back. Link band. *State wrist size.* Shpg. wt., 9 oz.

4 V 116
Chrome....$6.95

4 V 117
10-K gold...$8.95

Round Case

$6.95

Chrome

Swiss movement. 7 jewels. Chromium or 10-K yellow rolled gold plated case, steel back. Matching link bracelet. *State wrist size.* Shipping weight, 9 oz.

4 V 118
Chrome....$6.95

4 V 119
10-K gold..$8.95

Famous Westfields

7 Jewels

$10.75

"Miss Liberty A" . . . superb perfection of design . . . exquisite workmanship! 10-K yellow rolled gold plate case. Stainless steel back. Round shape case. Black silk cord band. *Postpaid.*

4 V 561
7 Jewels...$10.75

7 Jewels

$10.75

"Miss Liberty B" . . . nationally known for beauty and accuracy. Cushion shape 10-K yellow rolled gold plated case with stainless steel back. Black silk cord wrist band. *Postpaid.*

4 V 562
7 Jewels...$10.75

FASHION'S NEW CHARMERS!

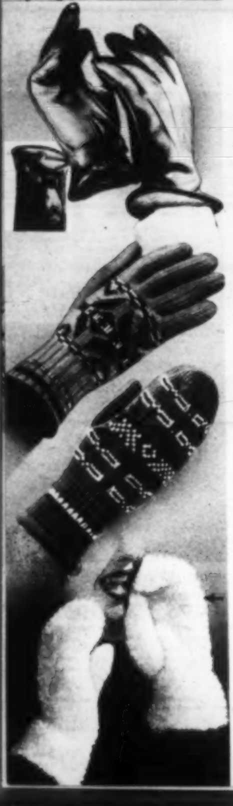
For Campus, Sports, Evening

Gay Gift Mittens $1.69 Pr.

Fluffy mittens of 50% Real Angora rabbit hair, balance fine wool. A big hit style for daytime or evening! Marvelous values, too! Sell for $2.50 in smart shops.

Colors: White, Royal Blue or Light Yellow. *Sizes:* 6, 7, 8. *State size and color.* Shipping wt., 2 oz.

18V6092—Pair.$1.69



INCLUDE GIFTS IN A $10 ORDER
Easy Terms, Page 8 in center of book

Warm Lined Leather

$1.94 Pr. **Fur Lined** $1.00 Pr. **Fleece Lined**

Dressy, warm! Soft pliable capeskin leather. Beautifully tailored; perfect fit. Wrist strap model. Richly lined with fine rabbit fur or soft rayon and cotton fleecing. Length, 9½ inches.

Colors: Black or Brown. *Half Sizes:* 6 to 8½. *State size and color.* Shipping weight, pair, 5 ounces.

18 V 6039—Fur Lined..........$1.94
18 V 6033—Fleece Lined........ 1.00

Scandinavian Patterns

47c Pr. You'll love these practical gloves! Gay colors to spice your winter costumes. Warm, too—they're knit of heavy 2-ply woolen yarn. Shaped in knitting for fine fit. Rolled cuffs for snug wrists. Made in U.S.A.

Colors: Red, Navy, Green, Rust, Brown. *Women's Sizes:* 6, 7, 8. *State size and color.* Shpg. wt., pair, 3 oz.

18 V 6004—Pair..................47c

Mittens That Steal the Show

49c Pr. Women's Attractive Scandinavian patterns in gay, bright colors. Offered elsewhere at 59c to 79c! Warm, serviceable 2-ply wool worsted. Snug rolled cuffs. U.S.A. made.

Colors: Green, White, Navy, Brown, Red. *State size, color.* Shpg. wt., 3 oz.

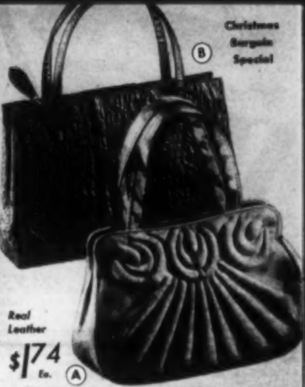
18 V 6005—Women's Sizes: 6, 7, 8. Pair..........................49c
18 V 6021—Girls' Sizes: 5½, 6, 6½ and 7. Pair.......................44c

New Fluffy Mittens

59c Pr. A style hit and all-around favorite! You'll love these soft, fluffy mittens for hiking, skating, school, or general wear. Made of extra-warm, 85% richly brushed rayon, balance cotton. Makes a gift any girl would enjoy—they're nicely boxed for Christmas. Made in U.S.A.

Colors: White, Kelly Green, Red, or Royal Blue. *State color.* One size to fit hands 6 to 8. Shpg. wt., 5 oz.

18 V 6500—Pair................59c



$1.74 Ea.

Gift Special

Ⓑ Smart bag of genuine top grain leather—a super value at this price! Double top handle style with Talon zip closing. 2 swagger or extra pockets. Size: 10½ x 7½. Double faced mirror. Change purse.

Colors: Black, Brown. *State color.* Shipping weight, 1 pound 4 ounces.

18 V 3666............$1.74

Genuine Suede

Ⓐ Thrillingly low priced! Stunning real suede leather bag with beautifully sculptured design. New grosgrain fabric handle. Size: 10½x7½ inch. Double faced mirror. Makes a grand gift.

Colors: Black or Brown. *State color.* Shipping weight, each, 1 pound 5 ounces.

18 V 3667..........$1.74

Sensational Christmas Offer!

GENUINE KID . . . VALUES ~~$1.78~~ to ~~$2.29~~

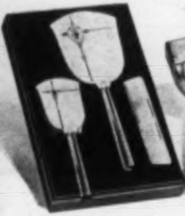
You save 29c to 80c on every pair you buy! All are good quality Kidskin gloves, hand tailored. Grand assortment of fancy new styles—some with smart trims as, handstitching, tucks, ruffle cuffs, button and tabs. Lots broken, so we can't offer choice, but guarantee selection will please. Imported from Old Czechoslovakia, Belgium or France.

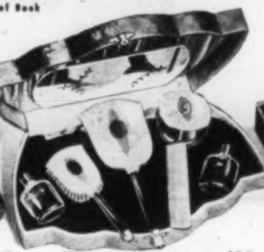
Colors: Brown, Navy Blue or Black. *Quarter Sizes:* 6 to 7½. *State size and color.* Shpg. wt., pr., 2 oz.

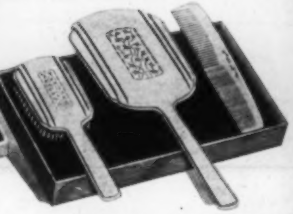
18 V 6090—Pair..............................$1.49

Add to Your Easy Terms Order

See Page B in Center of Book







3-Pc. Amerith Set $2.98
WORTH AT LEAST $5.00

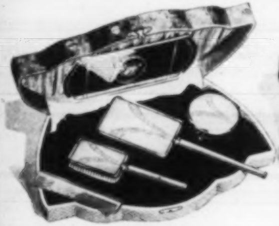
Here's amazing quality at an amazingly low price. Lovely, translucent colors, with matching colored transparent handles, and attractive, contrasting decoration. Comb, brush, and beveled glass hand mirror (about 12⅛ in. in length). In neat lined gift box. Order on Sears new Easy Terms. *Colors:* Rose, Green, Blue. *State color.*
8 V 9959—Shpg. wt., 2 lbs........$2.98

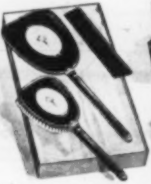
7-Pc. Amerith Set $4.98
A $10.00 VALUE

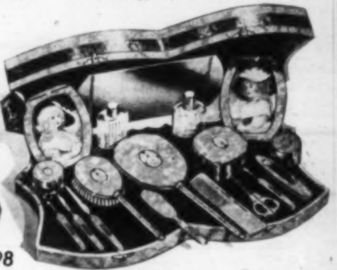
A stunning modern set—in a gorgeous gift case that makes it the perfect gift. Smart quartz-effect, with matching colored transparent handles and metal medallion ornament. Set includes comb, hair brush, beveled glass hand mirror (about 12⅛ in. in length), powder jar, two gold-colored metal-capped bottles, and mirror tray. *Colors:* Rose, Beige, Green. *State color.*
8 V 09958—Shipping weight, 8 pounds..$4.98

3-Piece Dupont Set $1.00
GENUINE FILLED PYRALIN

An extraordinary value! Beautifully designed 3-piece set of genuine DuPont Pyralin—composition filled—in lined gift box. Hand mirror (about 12⅛ in. long), brush, and comb, in lovely solid colors, with contrasting color decoration on each piece. It's a set of big value, and one that will make an ideal gift with long-lasting sentiment. *Colors:* Rose, Green, Blue. *State color.*
8 V 9686—Shpg. wt., 2 lbs. 2 oz.......... $1.00







5-Pc. Two-Tone Set $2.98
WORTH AT LEAST $5.00

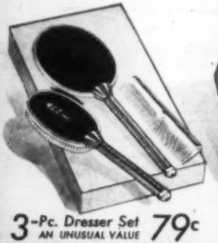
Lovely two-tone enamel-effect finish, with polished gold color metal trim. Rich, contrasting color design. Set includes beveled glass hand mirror (about 12⅛ inches in length), brush, comb, powder jar, and mirror dresser tray. A set of striking simplicity that she'll appreciate for its splendid quality. In fancy, lined gift box. *Colors:* Black, Green, Blue. *State color.*
8 V 9955—Shpg. wt., 5 lbs. 14 oz...........$2.98

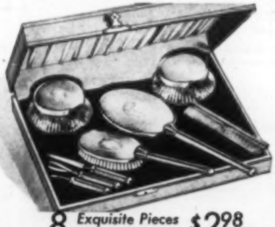
3-Pc. Gift Set $1.98
A $3.00 VALUE

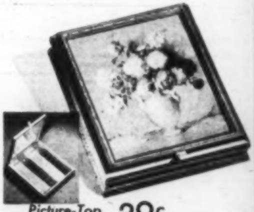
A gift to delight her with its beauty! Cloisonne-effect floral design and rich trim in polished gold color. Includes brush, comb, and beveled glass mirror. In lined gift box. *Colors:* Blue, Black, or Green. *State color.* Shpg. wt., 1 lb. 10 oz.
8 V 9956—3-Piece Set..... $1.98

18 Pcs. in Gift Box $9.95
WORTH UP TO $20

A stunning Amerith Dresser Set, luxuriously presented, with a completeness that will answer her every need. In the beautifully lined gift box, the 13-inch beveled glass hand mirror and the 17 other pieces, in gorgeous mother-of-pearl-effect finish, make a perfect gift. *Colors:* Rose, Green or Maize. *State color.*
8 V 09957—Shpg. wt., 11 lbs..................$9.95







3-Pc. Dresser Set 79c
AN UNUSUAL VALUE

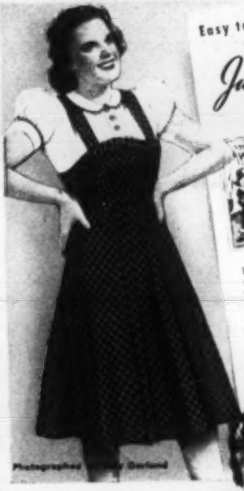
Smartly styled dresser set with gold-colored metal trim. Consists of brush, comb, and full size hand mirror. In neat gift box. *Colors:* Black, Ivory, or Blue. *State color.*
8 V 9954—Shpg. wt., 1 lb. 10 oz........79c

8 Exquisite Pieces $2.98
SAVE AT LEAST $2.00

A set she'll prize. Includes comb, brush, mirror, 2 powder jars, nail file, cuticle knife, tweezers. Cloisonne-effect material with gold color metal trim. *Colors:* Blue, Rose, Gilt. *State color.*
8 V 09953—Shpg. wt., 7 lbs...............$2.98

Picture-Top 39c And Up
MAKEUP BOXES

Lovely glass-covered, picture-top makeup box, in rich gilt finish. Full-view mirror and 2 partitions Shpg. wts., 2 lbs. 10 oz.; 3 lbs. 13 oz.
8 V 9960—Size, about 6x8x2 in...........39c
8 V 9961—Size, about 9x11x2⅜ in........69c

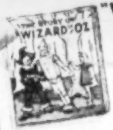


Easy to Buy on Sears Easy Terms

SEE PAGE 8 IN CENTER OF BOOK

Judy Garland DRESS

WITH ILLUSTRATED "WIZARD OF OZ" STORY BOOK


THE STORY OF WIZARD OF OZ

Age Sizes: 7 to 16

$1.89

Look as cute as *Judy Garland*, popular MGM star, in this adorable dress! Clever two-piece effect with top of white cotton Pique—skirt and jolly suspenders of gayly checked fine quality cotton Broadcloth pre-shrunk (not over 3% shrinkage). Rick rack trim. 3-inch hem. Included at this modest price is a delightful 48 page abridged edition of the "Wizard of Oz." A welcome gift!

Age Sizes: 7, 8, 10, 12, 14, 16. *State age size.* Shipping weight, 1 lb. 3 oz.

7 V 1076—Red and Navy Check..........$1.89

LUXURY ROBES FOR MERRY CHRISTMAS

$2.98 Each

Ⓐ A most popular zip style in two better quality fabrics! New chunky sleeves. Looks twice its price!

Misses' Sizes: 12, 14, 16, 18, 20, 22 to fit 30, 32, 34, 36, 38, 40 in. bust. About 55 in. long. *State size, color.* Shpg. wt., 2 lbs.

Narrow Wale Corduroy

Colors: Scarlet or Royal Blue.

7 V 6417...............$2.98

"Peach-Fuzz," a Rayon Suede

Colors: Royal Blue or American Beauty.

7 V 6418...............$2.98

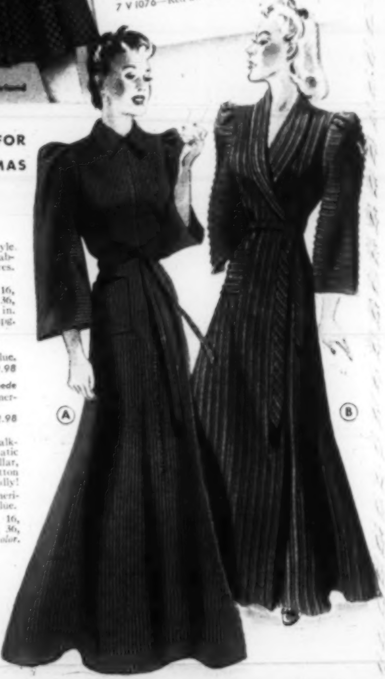
Ⓑ The robe everyone's talking about—at a dramatic low price! New shawl collar, flaring lines. Our better cotton Chenille. Warm and cuddly!

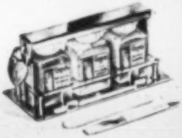
Colors: Azure Blue, American Beauty, or Royal Blue.

Misses' Sizes: 12, 14, 16, 18, 20 to fit 30, 32, 34, 36, 38 inch bust. *State size, color.* About 55 inches long. Shpg. wt., 2 lbs. 1 oz.

7 V 6419........$2.98

Send order to Sears nearest Mail Order House; allow postage from there. Robes and Girl's Dress on this page sent direct from New York.





59c **Tant-O-Lock Manicure Bar**

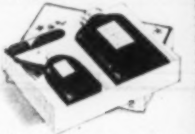
The cutest set we've ever seen: 3 bottles of nail preparations in chromium plated bar with lock and 2 keys; 3-in. file, orange stick and emery board.

8 V 9973—Shpg. wt., 10 oz.........59c

23c **Pond's Set—30c Value!**

Contains trial sizes of Pond's Cold Cream, Pond's Vanishing Cream, and Pond's Face Powder (Rose-Cream or Brunette shades). *State shade.* In gift box.

8 V 9698—Shpg. wt., 1 lb. 2 oz.....23c



$1.50 **3-Pc. Evening in Paris Set**

A perfect gift ensemble for "her." Contains Evening in Paris Talcum, Perfume in purse-size tassel bottle, and Cologne. In beautiful gift box.

8 V 9697—*Postpaid*................$1.50

Lady Esther

78c **Lady Esther Special**

$1.10 value. Famous Four Purpose Cream and Face Powder (both in 55c size). *Shades:* Natural, Rachel, Beige, and Brunette. *State shade.*

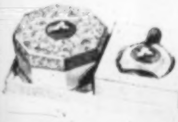
8 V 9794—Shpg. wt., 1 lb. 8 oz.....78c

Lady Esther

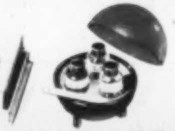
39c **Lady Esther Gift Set**

Trial sizes of Face Powder (Rachel), Lipstick and Rouge (Medium), Four Purpose Cream, and purse-size tube of Four Purpose Cream, in gift box.

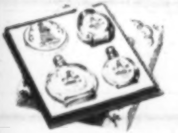
8 V 9795—Shpg. wt., 8 oz..........39c



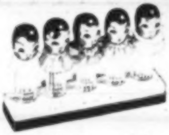
2-Piece Gift Set 19c
A lovely set with large box of Body Powder and bottle of Toilet Water. In gift box. Gardenia or Lavender. *State choice.*
8 V 9946—Shpg. wt., 2 lbs. . .19c



Bakelite Manicure Set 27c
Black base has 3 bottles of nail preparations, emery board and orangewood stick. Black or red top. *State color.*
8 V 9969—Shpg. wt., 12 oz. .27c



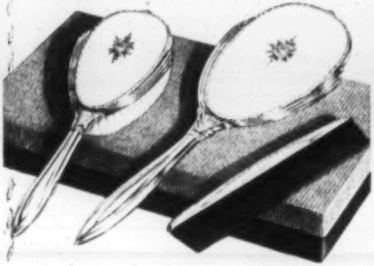
Old-Fashioned Gift Set 25c
A set reminiscent of long ago, but up to the minute in smartness. Perfume, Toilet Water, Face Powder and Sachet, in gift box. Gardenia or Lavender. *State choice.*
8V9948—Shpg. wt., 1 lb. 8 oz. 25c



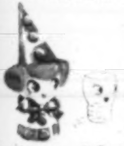
Quintuplets Perfumes 39c
A fascinating novelty. Set consists of five charming perfumes: Gardenia, Rose, Sweet Pea, Chypre, and Orchid. A lovely gift that will add gaiety and color to her dressing table.
8 V 6189—Shpg. wt., 10 oz. . 39c

GENUINE CLOISONNE
FIRST TIME IN HISTORY AT THIS LOW PRICE

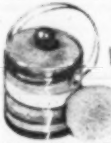
$4.98
~~$15~~ VALUE



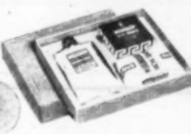
Value—Beauty—Price—in a single outstanding gift that's the No. 1 Christmas value! A "Park Avenue" luxury—never before sold for less than $10 to $15—now offered to Sears customers at a phenomenally low price. Beautiful, genuine cloissonne, in gorgeous colors. Stunning design, lovely gold color, non-tarnishing metal trim. Gardenia (white), Chrysanthemum (yellow), or Larkspur (blue). Shpg. wt., 1 lb. 14 oz.
8 V 9924—A magnificent set, in neat gift box. *State color* **$4.98**



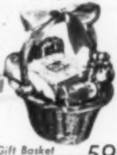
Puff Novelty 39c
She's amusing Miss "Suzy Q"—with her velour and swirl powder puffs. Base is a drinking glass. Height 9½ in.
8V9951—Shpg. wt., 11 oz. 39c



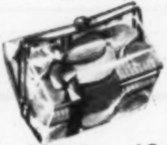
5 Puffs in Drum 19c
Assorted color, 3-in. velour puffs, in transparent "Saf-t-loid" re-usable basket with handle. Can be used for cigarets.
8V9950—Shpg. wt., 6 oz. 19c



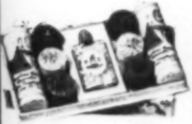
Woodbury's Set 23c
Genuine Woodbury's Facial Soap, Almond Lotion and Face Powder. A marvellous gift at a low price. In Gift Box.
8V9945—Shpg. wt., 14 oz. 23c



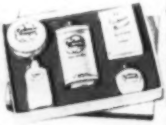
Gift Basket 59c
Has Bath Torpedoes, Body Powder, Cologne, Sachet and Soap. Gardenia or Lavender. *State choice. Basket only from Poland.*
8V9970 Shpg. wt., 1lb. 14 oz. 59c



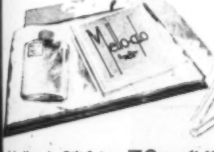
Puff Novelty 69c
$1.00 value! 54 assorted pastel hostess puffs, 19 swirls and 2 velour puffs in re-usable transparent "Saf-t-loid" container with bow.
8V9952—Shpg. wt., 12 oz. . .69c



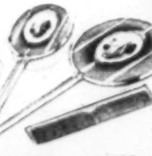
Bath and Perfume Set 29c
A modern gift set in the "Old-Fashioned" manner. Toilet Water, Bath Torpedoes and Water Softener. Gardenia or Lavender. *State choice.*
8 V 9947—Shpg. wt., 2 lbs. . .29c



Cashmere Bouquet Set 49c
Small sizes of Cashmere Bouquet Toilet Soap, Hand Lotion, Perfume, Cold Cream and Face Powder. A beauty box she'll appreciate!
8 V 9784—Shpg. wt., 2 lbs. . .49c

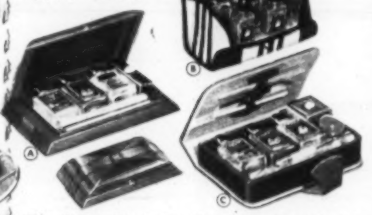


Mello-glo Gift Set 79c
$1.50 value! Contains $1.00 size Facial-tone Face Powder, and 50c bottle of Toilet Water. Lovely, lined gift box.
8V9696—Shpg. wt., 1 lb. Only 79c



$1.50 Value Dresser Set $1.00
Lovely two-tone enamel effect with dainty decoration; gold color metal trim. Black, Green or Blue. *State choice.*
8V9949—Shpg. wt., 1lb. 8 oz. $1.00

SAVINGS UP TO 50% ON CUTEX GIFT SETS



We bought tremendous quantities of these 3 sets months ago when Cutex decided to change their models. The savings made then, we now pass on to you in this special offer. Sorry, no color choice.

Five Minute Set
Ⓐ Streamlined bakelite case, with Nail Polish, Cuticle Remover, Polish Remover, file, orangewood stick, emery board and cotton. $1.00 value. Shpg. wt., 15 oz.
8V9673 . . . . 49c

Anniversary Set
Ⓑ Smart fabric, traveling case. 3 shades of Nail Polish, Cuticle Remover, Oily Polish Remover, nail file, orangewood stick, 2 emery boards. $1.25 value. Shpg. wt., 1 lb. 3 oz.
8V9674 . . . . 69c

DeLuxe Set
Ⓒ Genuine leather case, with Nail Polish, Cuticle Remover, Oily Polish Remover, and 6 other essentials. $2 value. Shipping weight, 1 pound 1 ounce.
▣ 8V9676 . . . . $1.29

NOMA . . . WHEN ONE GOES OUT, OTHERS STAY LIGHTED

AMERICA'S FINEST

Approved by Underwriter's Laboratory

WOOD BEADS HOLD SOCKETS FIRMLY

Tree Light Sets on this Page Have Assorted Color Lamps . . .

SPRING CONTACT SOCKETS

Make it a Bright and Merry Christmas . . . It's Easy on Sears Easy Terms . . See Page 8 in Center of Book

NOMA Deluxe Indoor Sets *(Shown Above)*

$1.00 7-Light

America's Finest! When one bulb goes out, others stay lighted. Each Bakelite socket is separately wired. **Adjustable beads hold sockets securely to branches.** Finest quality cord. Straight line easy-to-drape style. Bakelite plug with extra outlet to add more lights and make a continuous string. Assorted color **American** made Mazda 110-120 volt bulbs . . . have longer life rating than 15-volt bulbs.

7-Light Set *A $1.20 value.* Cord, 12 feet long. Shipping wt., 14 oz.
49 V 6569....$1.00

15-Light Set *A $2.60 value.* Cord, 23½ feet long. Shipping wt., 1 lb. 8 oz.
49 V 6571.... $2.19

20-Light Set *Regular $3.15 value.* Cord, 30 feet long. Shpg. wt., 2 lbs.
49 V 6572....$2.89

NOMA Weatherproof Outdoor Sets *(Left)*

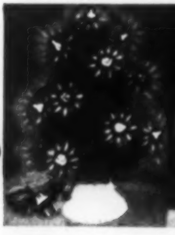
$1.39 7-Light

Celebrate with an outdoor Christmas tree! This Noma set will keep it bright and merry. **When one light goes out, others stay lighted.** Cord and sockets are water-proofed . . . rain, snow, sleet will not affect them. Color will not wash off bulbs. Each American Mazda 110-120 volt bulb lights independently. Spring in sockets hold bulbs tight. Rubber washer between sockets to keep out rain. Bakelite plug with extra outlet. Straight style cord.

7-Light Set *A $1.85 value.* Cord, 12 feet long. Shpg. wt., 1 lb. 8 oz.
49 V 6564....$1.39

15-Light Set *A $3.50 value.* Cord, 24½ feet long. Shpg. wt., 2 lbs.
49 V 6562....$2.89

20-Light Set *Regular $4.60 value.* Cord, 32 feet long. Shpg. wt., 3 lbs.
49 V 6561....$3.89



NOMA 8 Series Lights

59c Loop Cord

Long life at big savings! Eight 15-volt series bulbs for 110-120 volt circuit . . . **They light as a unit, not independently.** Wood beads hold sockets firm. Rayon covered cord.

Straight Cord Style. Easy to drape. A 90c value. Patented Bakelite connector and outlet plug.
49 V 6567—Shpg. wt., 14 oz. **79c**

Loop Cord Style. A 75c value. Extra outlet in plug.
49 V 6585—Shpg. wt., 12 oz. **59c**

STRAIGHT CORD

New Glolite Tree

98c

First time below $2.00 An unusual Christmas tree. Natural looking green branches of rayon visca. 13 colored lights glow brightly on tree . . . yet only one bulb is used. Large 110-volt bulb inside of tree reflects light into these miniature bulbs. Nothing to get out of order, just plug into any 110-120 volt current. Bulb, cord and plug. 11 inch tree. Shpg. wt., 2 lbs.
49 V 6524..................98c

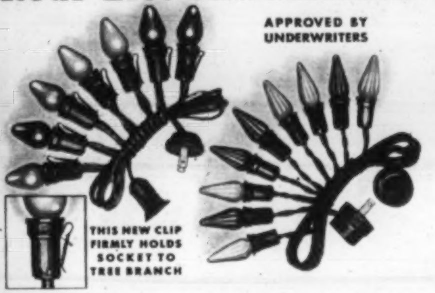
New Illuminated Altar

$4.79

What grander gift than this exquisite altar! It's a real thrill to light it and see the beautiful effect. Of a plastic material that looks like marble. 30-watt house bulb burns inside altar. Special construction enables light to pass through solid glass rods . . . giving the effect of lighting the 12 candles and cross, the "Last Supper" and cornice between pillars. **Width, across front, 12 in.; depth, 5 in. Overall height, 16 inches.** Complete with bulb, cord and plug. Shpg. wt., 12 lbs.
79 V 6538—A $5.75 value..... **$4.79**

All Sears tree lighting sets are Approved by Underwriters' Laboratories, for 110-120 volt A. C. or D. C. circuit . . . . Your Assurance of Safety

Real-Lite THRIFT SETS FOR YOUR MERRY CHRISTMAS TREE


APPROVED BY UNDERWRITERS
THIS NEW CLIP FIRMLY HOLDS SOCKET TO TREE BRANCH

7-Light Indoor Set

85c

- **When one light goes out others stay lit.**
- **Specially protected cord to reduce fire hazards.**
- **New with clip to hold sockets firm on branches.**

7 independently burning 110-120 volt American made Mazda bulbs; brightly colored—each bulb burns independently eliminating the tedious hunt for burned out lights. Bakelite sockets and plug with extra outlet for adding more sets to make continuous string. Easy to drape. Shpg. wt., 1 lb.

49 V 6568—Bargain Priced. . 85c

9-Light Series Set—12-Ft. Cord

65c

- **Straight line easy-to-drape styles.**
- **Rayon covered insulated wire.**

For customers who prefer a 9-light series set to the usual standard 8 bright lights. Long life colored Mazda bulbs. Bakelite sockets. Add-on plug. Shpg. wt., 11 oz.

For 110-120 Volt

Nine 15-volt Mazdas make 110-120 volt series set.

49 V 6520. . . . . .65c

For 32-36 Volt

Nine 4-volt Mazdas make 32-36 volt series set.

49 V 6521 . . . . .65c

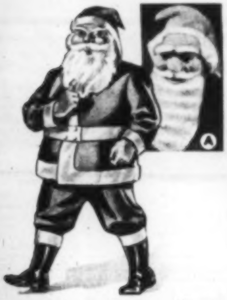
Three 4-Volt Mazda Bulbs for 49 V 6521 Only

49 V 6578—Shpg. wt., 6 oz. 3 Bulbs. 14c

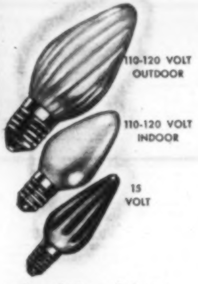
For Extra 15-Volt Bulbs, See Below

8-Light Loop Style Set. (not shown). For 110-120 volt current; 15-volt Jap bulbs. Cap plug only.

49 V 6590—Shpg. wt., 11 oz. 23c



AMERICAN MAZDAS



Santa Claus Outfit

$2.98 Delight the children . . . and have fun yourself! The little folks are happiest seeing Santa in person. 2-piece good quality cotton flannel suit; matching red and white hood. Shiny black patent leather puttees. Waxed cloth mask with white wool-like beard, tufts of hair, and eyebrows. Fits average size person.

49 V 6618—Shipping weight, 2 pounds 10 ounces. $2.98

Santa Claus Cloth Mask

Ⓐ Looks just like jolly Santa himself! Waxed mask. Snowy white wool-like beard, tufts, and eyebrows. Red cotton hood trimmed in white.

49 V 6507—Shpg. wt., 8 oz. 49c

Christmas Tree Bulbs. . .3 Styles

It's easy to buy correct bulbs. Styles shown above.

15-Volt Mazda Bulbs for Series Sets

Series sets have 8, 15-volt bulbs, making a unit of 110-120 volts. For sets comparable to 49V6567, 49V6585, or 49V6520.

49 V 6588—3 Ass't'd. Colors. Shpg. wt., 6 oz. . . . . . . .3 for 14c
49 V 6591—10 Ass't'd. Colors. Shpg. wt., 11 oz. . . .10 for 43c
49 V 6587—10 Blue Bulbs. Shpg. wt., 11 oz. . . . . . .10 for 43c

110-120 Volt Mazdas for Indoor Sets

110 to 120 volt bulbs. Burn independently. Use with sets comparable to Catalog Nos. 49V6569, 49V6568, 49V6571 or 49V6572.

49 V 6579—3 Ass't'd. Colors. Shpg. wt., 5 oz. . . . . . .3 for 22c
49 V 6566—10 Ass't'd. Colors. Shpg. wt., 12 oz. . . .10 for 69c
49 V 6575—10 Blue Bulbs. Shpg. wt., 12 oz. . . . . . .10 for 69c

110-120 Volt Mazdas for Outdoor Sets

Inside colored so color will not wash off. Weatherproof bulbs. Use with sets comparable to Cat. Nos. 49V6561, 49V6562, or 49V6564.

49 V 6595—3 Ass't'd. Colors. Shpg. wt., 5 oz. . . . . . .3 for 29c
49 V 6597—10 Ass't'd. Colors. Shpg. wt., 12 oz. . . .10 for 85c
49 V 6594—10 Blue Bulbs. Shpg. wt., 12 oz. . . . . . .10 for 85c

New Tree Top Star

45c

Ⓐ Large radiant! Gives a shining, luminous effect . . . in any color you like. Use white 110 volt Mazda type bulb included for star, or take a blue bulb from your own light outfit to make the star blue, etc. 5½-in. pig tail star. Made of a white translucent composition material. Will fit socket of any 110-120 volt independent burning indoor set.

49V6514—Shpg. wt., 5 oz. . 45c

3½-In. Tree Top

21c

Ⓑ Pig Tail Star. Similar to luminous star above, except that this is for a series set of lights. Fits in any socket of a 110-120 volt series set.

49V6512—Shpg. wt., 3 oz. . 21c

12-Ft. Indoor Cord

25c

Ⓒ NOMA quality. Heavily rubber coated. Bakelite plug and extension. Approved by Underwriters.

49V6516—Shpg. wt., 12 oz 25c

25-Ft. Outdoor Cord. NOMA quality—Plug and extension. Weatherproof. Underwriters Approved (not shown).

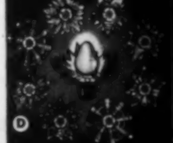
49V6517—Shpg. wt., 1 lb. . 49c

Eight Reflectors

19c

Ⓓ Sparkling silvery color. Made of Kristolite metal, which is stronger and more durable than tin-foil. Assorted designs. Diameter, about 2⅛ in. No bulb. Shpg. wt., 8 oz.

49 V 6513—8 for. 19c



1-Candle Wreath

33c

Ⓔ Approved 8¾-in. glossy red rayon chenille, wound tightly on frame. Center spray of silver-colored leaves and red poinsettia. Electric drip-effect candle. American made. 110-120 volt Mazda bulb. 3½-ft. rubber covered cord. Approved by Underwriters.

49V6216—Shpg. wt., 8 oz. . 33c

2-Candle Wreath

49c

Ⓕ Approved 10-in. diameter. Two electric drip-effect candles. American made 110-120 volt Mazda bulbs. Bright red finest quality rayon chenille on sturdy frame. Center spray of silver colored leaves and red poinsettia. 3½-ft. rubber covered cord with add-on plug. Approved by Underwriters. Shpg. wt., 1 lb. 6 oz.

49V6221—10-Inch Wreath. . 49c

11-Light Cross

95c

Ⓖ Regular $1.50 value! Approved by Underwriters' Laboratories. Rich red rayon chenille over sturdy frame. Eleven red Mazda bulbs. 5-ft. rayon-covered approved cord. Bakelite plug with extra outlet. For 110-120 volt A.C. or D.C. Size, 11x8 inches.

49V6230—Shpg. wt., 1 lb. . . 95c

Electric Candle

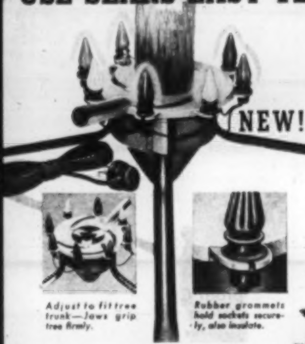
29c

Ⓗ Perfect for the table or window. Drip-effect red and green electric candle. Over-all height, 9½ in. Large sized 110-volt American made Mazda bulb. Cord and plug.

49V6581—Shpg. wt., 1 lb. . . 29c

USE SEARS EASY TERMS

DECORATE WITH EVERYTHING YOU NEED
... SEE PAGE 8 IN CENTER OF BOOK



Adjust to fit tree trunk—Jaws grip tree firmly.

Rubber grommets hold sockets securely, also insulate.

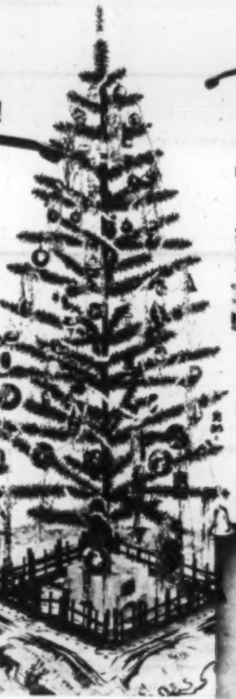
Now Electric Lights on Sears New Tree Stand

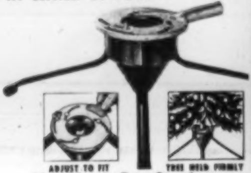
$1.49 BULBS INCLUDED

- At ½ former price of Electric Stands
- 8 Mazda Bulbs and Approved Cord included
- Sears Own Creation—Easy to operate
- First Insulated Electric Stand we know of

Hand grip pulls three sets of claws at one time. One screw locks claws. Heavy gauge steel with water well. Detachable legs. Holds trees with trunks up to three-inch diameter. Shpg. wt., 3 lbs. 8 oz.

49 V 6549—Complete with cord and lights.................................**$1.49**

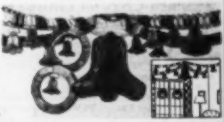




New Idea in Tree Stands

89c No more slumping, unsteady trees. No screws to tighten—no fussing. Sears engineers designed it to save you time and effort. Just pull the hand lever, strong claws lock tree and keep it straight and firm. Holds trees with trunks up to 3-inch diameter. Sturdy steel. Water well.

49 V 6546—Shipping weight, 3 lbs......**89c**



New! 15-Pc. Room Decoration

39c Red and green mesh tissue paper. Four 10-ft. garlands (drape them across the ceiling), eight 5-in. tissue paper bells with "Merry Christmas" bow, large 13-in. bell for center, two 11⅔-in. mesh paper window wreaths with "Merry Christmas" bow in center of each.

49 V 6223—Shipping weight, 14 oz......**39c**

16-In. Magnolia Wreath

98c Ⓐ Usually $1.50. Remember your beloved ones this Christmas. A beautiful wreath that catches the real spirit of Christmas. 16-in. wreath, 9 white frosted cones, 3 poinsettias—Red berries interspersed with Ruscus leaves, striking design. Easel stand for cemetery use.

79 V 6250—Shpg. wt., 3 lbs...........**98c**

18-In. Oak Wreath

$1.49 Ⓑ $2.00 Value. 18-incn oak leaf tinted in silver and red color bronzes. Easel stand for cemetery use. Center has 1 large, 2 smaller poinsettias. 2 large cycas sprays, ruscus.

79 V 6251—Shpg. wt., 4 lbs.........**$1.49**

American-Made Lifelike Trees

29c And Up

- Artificial, yet lifelike
- Will last a lifetime
- Do not shed needles
- Fold up, easily put away

Full and fluffy and always fresh looking. Natural and real-looking, too. Choose the size you want from the table listed below—buy a small size for your holiday centerpiece—and a larger size for the living room. Natural green color with round branches and red berry tips. Large sizes have decorated wooden tree holders, the two smallest sizes have plain wooden holders. Trimmings not included. Unexcelled quality at Sears remarkable low price.

Catalog No.	Height	BRANCHES		Shpg. Wt.	Price Each
		Large	Side		
49V6681	24 in.	18	..	13 oz.	$0.29
49V6682	30 in.	25	6	1 lb. 2 oz.	.49
79V6683	41 in.	36	12	2 lbs.	.98
79V6684	54 in.	48	30	4 lbs.	1.79
79V6685	66 in.	62	69	6 lbs.	2.98
79V6686	72 in.	75	102	7 lbs.	3.98

Wood Twig Fence

4 sections. 1⅓ ft. sq. 3½ in. high. (Germany.)

49 V 6680—Shpg. wt., 1 lb. 8 oz..........**45c**

Christmas Tree Mat

Colorful, sturdy Kraft paper. 4 ft. square.

49 V 6679—Shpg. wt., 4 oz.....**10c**

Merry Christmas Bells—Gay Red

19c Ⓐ Decorate your home with red tissue paper bells for the holidays. These bells are inexpensive—an easy way to make your home a gay and festive scene. Shpg. wt., 7 oz.

5⅝-In. Size	9½-In. Size
49 V 6210 12 for...........19c	**49 V 6211** 6 for...........19c

180 Feet of Roping

20c Ⓑ Why pay more to get this round fiber, 11/16-in. roping; it's known for thickness, texture, and color! Made in Japan. Shipping weight, 1 pound 2 ounces.

49 V 6205—Red............180 feet for **20c**
49 V 6206—Green..........180 feet for **20c**
49 V 6207—Blue............180 feet for **20c**

AMERICAN MADE!

Mohair Teddy Bear

$1.79 16-in.

Ⓐ This chubby little fellow must be first cousin to the Cinnamon Bear who rescued the Christmas Star for Santa Claus. He has a nice brown coat made of long mohair pile; soft, cuddly body filled with long staple cotton. Roving brown eyes; full-jointed body; moving head, arms, legs; squeaker voice; ribbon round his neck. **2-sizes.**

16-inch Size	18-inch Size
Shpg. wt., 1 lb.	Shpg. wt., 1 lb. 8 oz.
49 V 4302. $1.79	**49 V 4303**. $2.69

Roguish Baby Panda

98c 13-in.

Ⓑ Mei-Mei isn't any cuter—even when she's up to her best tricks—than this appealing Baby Panda with roguish black patches around twinkling glass eyes. Black-and-white medium long rayon pile. Inside jointed head; arms, legs move, too! Embroidered nose, mouth. Squeaker voice. **2-sizes.**

13-inch Size	16½-inch Size
Shpg. wt., 12 oz.	Shpg. wt., 1 lb.
49 V 4351...98c	**49 V 4352**..$1.69

12-Inch Chubby Bear

95c $1.25 Value

Ⓒ Ever see such a Teddy Bear—honey-colored with big, golden glass eyes that shine? Look closely—his upper lip hangs down—ever so little. That's excusable—in bears. You'll like the ribbon 'round his neck, his gentle squeaker voice, his cuddly softness. Stuffed with long-staple cotton. Long mohair pile coat. Best of all—his head, arms, and legs move—he's full-jointed.

49 V 4301—Shpg. wt., 12 oz.......95c

13-Inch Cuddly Bear

59c

Ⓓ Baby'll like this soft Cuddly Bear wearing the very latest trousers and a neat shirt with bow tie. He's so very comforting, so very soft—stuffed with downy cotton. Shiny eyes are glass. Gentle squeaker voice.

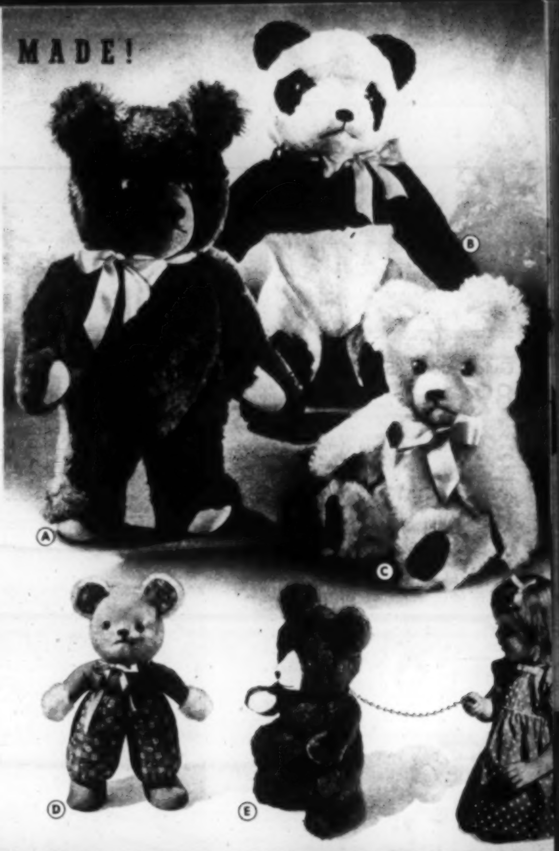
49 V 4340—Shpg. wt., 8 oz......59c

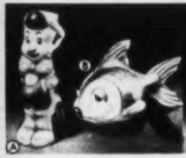
Washable Cubby Bear

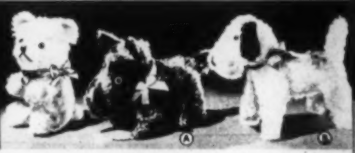
$1.79

Ⓔ Just tilt this cunning Cubby Bear back on his heels, he'll growl for you—ever so fiercely. But, he's only fooling. You'll like to lead him by his chain with red leather-like handle. You'll like his pretty red collar, his soft brown alpaca coat—it washes. You'll like the way his head and arms move; the way he stands up—straight and proud. He's 12½ in. tall!

49 V 4304—Shpg. wt., 1 lb......$1.79







New Rubber Toys

Ⓐ Brilliantly colored 6-inch Pinocchio—Durable blown rubber. Shpg. wt., ea. 3 oz.

49 V 4430.................25c

Ⓑ **Cleo, the Goldfish** squirts water through mouth. Gold face; brown eyes, body. 6 in. long.

49 V 4431.................25c

3-Piece Baby Set

Attractive, non-poisonous celluloid. Baby'll love the 4¾-in. Roly-Poly. Top is bright red; bottom, white. Painted face, red-and-blue cap. Modest kitten face on pink celluloid rattle. 8¼ in. tall. Most fun is the full-jointed blue bear—5¾ in. tall. Head, arms, legs move. **Made in Japan.**

49 V 4436—Shipping wt., 4 oz.....29c

Honey Bear

Cuddly. **7½ in. tall.** Embroidered nose, mouth. Glass eyes. Short-pile rayon plush. Ribbon collar. Made in Japan. Shpg. wt., 8 oz.

49 V 4345.....25c

Ⓐ **Jock, the Scotty** Silver-black rayon plush. Embroidered nose, mouth. Glass eyes. Squeaker voice. Ribbon collar. **8½-in. long.** Made in Japan.

49 V 4008—Shpg. wt., 10 oz.......25c

Ⓑ **Wire Hair Terrier.** Pert and perky. White rayon plush. Black glass eyes, embroidered nose. Ribbon collar. Squeaker voice. Length, 9¾ in. **Made in Japan.**

49 V 4009—Shpg. wt., 10 oz.......25c

Guide-Along "Scottie"

89c So real-looking you can almost hear him bark (a growl is out of the question—Scottie's far too lovable). He's just about the size of a real Scotty Dog and he scoots along ahead of you, exactly as you guide him, in any direction you wish. Wind up the powerful clock work motor, take hold of the leash . . . you're off on a really thrilling walk! And, Mothers, that cute, wagging tail and those perky, pointed ears are rubber—so don't worry about the little folks scratching themselves. Sturdy metal, finished in a lifelike color. 12½ in. long, 3½ in. wide, 6½ in. high.

49 V 5754—Shipping weight, 2 pounds **89c**

New Circus Horse and Musical Drum

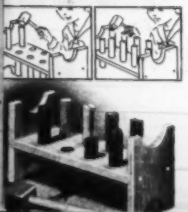
25c Fun to pull this spirited circus horse, prancing to gay, circus music that comes from a brightly decorated circus drum. The horse is attached to the drum by sturdy wire shafts. The horse and revolving drum are lithographed in vivid carnival colors, and are sturdily made of steel. The horse measures 5½x4 in. and the drum is 4½ in. high. Measures 11½ in. overall. Shpg. wt., 4 oz.

49 V 5422...........**25c**

90-Pc. Tot's Set

89c Six kindergarten activities. Fun, education. Beads for stringing, blocks for building. Cart with hammer pegs. 3 other sets teach colors. All wood; nonpoisonous. Shipping weight, 2 lbs. 6 oz.

49 V 3679...........**89c**



"Sock It" Bench

98c Little tots, prekindergarten age, get a lot of fun out of this toy. They hammer the pegs down even with the bench and then reverse the bench and pound the pegs back again. The large bench is made of natural colored wood and comes complete with a wooden hammer and eight colored, waxed wood pegs. 15⅝x8x6 in. deep. Shpg. wt., 4 lbs.

79 V 3824...........**98c**

Famous Halsam Safety Blocks

Hi-Lo Interlocking ABC Blocks

89c Ⓐ The ends grooved to fit together. 36, 1¾-in. sq. wood blocks, one side embossed with pictures of animals; opposite, of building designs. Other two sides grooved. Shpg. wt., 3 lbs. 8 oz.

49 V 3633...........**89c**

36 Safety Blocks with ABC's

42c Ⓑ Rounded corners and edges. Sunken letter alphabet, beautifully embossed. Alphabet on two sides. Building designs and animals on other sides. Wood, 1⁵⁄₁₆ in. square. Shpg. wt., 2 lbs.

49 V 3634...........**42c**

24 Mickey Mouse Safety Blocks

25c Ⓒ Mickey Mouse and his pals embossed on two ends of these wood blocks; animals and alphabet on other two sides. Bright colors. Corners and edges rounded. 1⁵⁄₁₆ in. square. Shpg. wt., 1 lb.

49 V 3635...........**25c**

Struttin' Donald Duck

59c Ⓑ Lovable, quarrelsome, kind-hearted Donald Duck. Looks just as though he stepped off the movie screen. Push him along and watch his rubber feet and swinging arms give him a jaunty swaggering walk. Everyone laughs! Painted wood. 6 in. long, 10½ in. high, 7½ in. wide. Complete with stick, to push. Shpg. wt., 2 lbs.

49 V 5408...........**59c**

Famous Snoopy Sniffer

89c Ⓐ He looks pretty comical as he sniffs and snoops when you pull him along, especially when he lets out a loud "woof." He's really very good-natured and a swell playmate. He wags his tail and shuffles along in a loose-jointed splay-footed fashion. All dressed up in a pretty color. Sturdy wood, 16½x5½x6 in. Shpg. wt., 2 lbs.

49 V 5480...........**89c**

Mickey Mouse Choo-Choo

25c Ⓒ What fun for toddlers! Pull the little engine and Mickey Mouse rings the bell with great gusto. All the little folks are crazy about Mickey; they love to see him do tricks. That's why this Choo-Choo, with little Mickey as the bell-pulling engineer, is a favorite. Vividly colored. Wood base, 8½x7 in. high. Shpg. wt., 12 oz.

49 V 5417...........**25c**

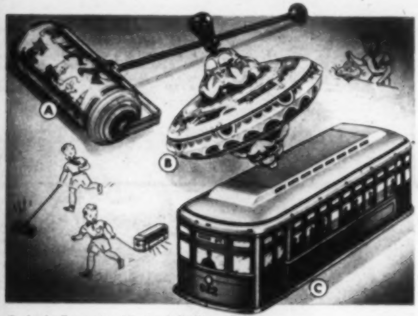
Safe! Rubber Wagon Full of Rubber Blocks!

43c 8 Block Set

89c 18 Block Set

Mothers! The perfect toy for Baby . . . It's washable and safe. He'll be tickled pink with the nice red rubber wagon, with white wheels (favorite color combination). Soft, unbreakable—with no sharp edges to scratch or mar your furniture, should baby get careless and bump the truck into your favorite table. The truck is packed full of sponge rubber blocks—each 1¼ inches square. Letters of the alphabet, figures from 1 to 9 and 9 animals decorate the sides. Being rubber, they're easy as ABC to keep clean—you can even boil and sterilize them.

8 Block Set	**18 Block Set**
Wagon 6¼ in. long.	Wagon 8⅜ in. long.
49 V 4401—Shpg. wt., 9 oz. 43c	**49 V 4402**—Shpg. wt., 1 lb. 8 oz. . . 89c



Baby's Favorite Musical Rolling Chimes

Ⓐ Baby can make his own music by just pulling or pushing these musical chimes along. **20 in. long, 9½ in. wide.** He'll love its flashy color, too, so appealing to his eye. Move it along—and "out comes the music." Gay nursery scenes on metal cylinder include Three Little Pigs, Pussy Cat, Clowns—lots of your favorites.
49 V 2420—Shipping weight, 12 ounces **20c**

Musical Tops for Baby's Amusement and Fun

Ⓑ Pull knob on plunger and push down; listen to 'er play pretty, "music-box" music. Plays a musical chord while it's spinning 'round and 'round. Kiddies' favorite play characters painted on the top—good fun to watch them whirl around. Made of bright, colorful, sturdy metal.
49 V 2390—7-inch size. Shipping weight, 12 ounces. **25c**
49 V 2391—9-inch size. Shipping weight, 1 pound 4 ounces. 47c

Ding! Dong! Realistic Street Railway

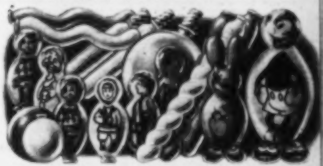
Ⓒ Here comes Sunny Andy to delight tots up to 3—loud bell rings constantly as car is pulled along. Sturdy metal, very brightly colored. Size, 13½x4x4¼ in. high. It's little tots' delight and so easy to handle.
49 V 6129—Shipping weight, 1 pound 8 ounces. **42c**

MOTHERS: Include Plenty of These Safe, Soft, Washable All Rubber Toys for Baby in Your Easy Terms Order

SEE PAGE B IN CENTER OF BOOK

New! 9-Piece All Rubber Airport Set

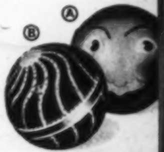
Colorful, washable, practically unbreakable, and kind to your furniture, 4-motor transport plane (7½-in. wing spread), two TWA twin motor planes and three monoplanes, supply truck, a cycle cop, and a sedan in proportion. All roll easily on rubber wheels. Packed in cardboard airport box.
49 V 6432—Shipping weight, 1 pound 8 ounces. **59c**



Toy Balloons, Large and Gay . . . 18 of 'em

Three have stem squawkers. Tumbling Mickey inflates to 20 in. 2 Pinocchio, 3 children, and Dopey inflate to 13 in. Airship, 26 in. when inflated. Spiral balloons, rabbit toss-up, 2 new serpentine balloons and many others in proportion.
49 V 6440—Shpg. wt., 4 oz . . . . 18 for **25c**

Man in the Moon



25c

Ⓐ Rubber bounce toy 4¾ in. diameter. Bright gay colors. Shipping weight, 12 ounces.
49 V 4429 . . . . 25c

Ⓑ **Rubber Ball**—6-inch—inflated—embossed—colorful.
49 V 4415—Shpg. wt., 1 lb. . 25c

Musical Radio Bank

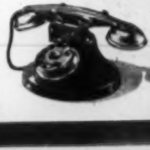
25c

Looks like a real radio, but it's actually a bank that takes coins up to 50c. Turn the station finder knob and it plays tinkling music. Key to open door on the bottom. Heavy gauge steel. Enamel baked-on finish. 4¼x3¼x3 in.
49 V 6475—Shpg. wt., 1 lb . 25c

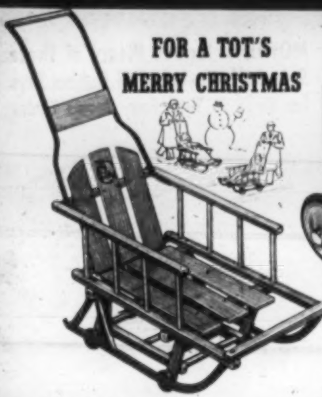
Toy French Phone

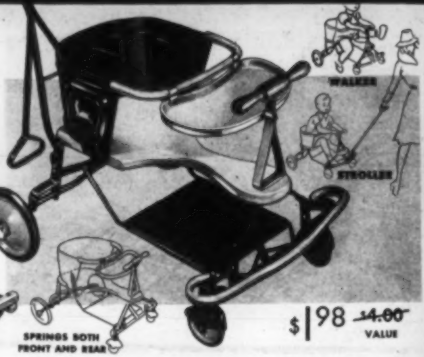
25c

Lift up the receiver, and up pop your little chums, Mickey Mouse and Donald Duck—right there on the base of the phone—to inspire your conversations. Dial phone with bell. 7¼ inches. Bright red. Just what you want when you play house. Shipping weight, 8 oz.
49 V 2401 . . . . 25c



FOR A TOT'S MERRY CHRISTMAS




WALKER
STROLLER
SPRINGS BOTH FRONT AND REAR

$1.98 ~~$4.00~~ VALUE

Push or Pull 2-in-1 Baby Tender

First stroller at this price to have spring action on front and rear wheels! Built to sell for $4.00—and you can see why. Extra wide frame to prevent tipping—knee-action front casters with fenders. Roller bearing 5¼-inch steel rear wheels have ½-inch rubber tires. Snap on folding steel handle front or back, put steel foot rest in place—it's a stroller. Shaped wood seat. Enameled steel toy tray. Washable medium blue and ivory enamel finish. Seat is 9½ inches from floor. Handle height, 33½ inches.

79 V 7518—2-in-1 Baby Tender. Shipping weight, 13 pounds. Mailable........ **$1.98**

NEW! Baby Sled

WITH WHEELS AND RUNNERS

$1.98 With Wheels

For baby's snowy weather jaunts—the most practical idea in years! First it's a sled gliding on runners. Light touch on the lever drops wheels down **and it can be used on dry pavements** like a baby buggy. Spring and wheel mechanism attached to bottom of sled. A light touch on the lever forces wheels up again. Seat, back rest, head rest, side guards, arm rests, and foot rest of varnished, natural finish hardwood. Steel runners, knees, and detachable handle enameled red. Length, overall, 36 in.; width 13¼ in. Handle height, 34½ inches. Mailable.

79 V 8309—Shipping weight, 10 pounds.......... **$1.98**
79 V 8303—Shipping weight, 7 pounds. **Similar to above but no wheel device**.............................. **$1.69**

For other sleds see Page 89

COMPLETE LINE OF BABY TENDERS IN SEARS BIG CATALOG

One Small Down Payment
For Your Christmas Needs
See Page B in Center of Book

$2.50 Value Horsie Shoo-Fly

$1.69 Here's a big 32⅝x15⅝-in. horsie for Baby to ride . . . not the usual 26-in. size. He's such fun, good exercise and entirely safe, too, because he's a rocking horse. Baby will love the smooth, gliding motion. Strong, durable, 1-piece, 3-ply wood sides; will last through many hard rides. Steel screws used throughout. Foot rest acts as an extra measure of safety. Bright, colorful finish, pleasing to Baby's eye. Mailable., Shipping wt., 10 lbs.

79 V 7551.............................. **$1.69**

$10.95 Value! Hobby Horse

$7.89 He jogs along like a real horse—and looks like one, too! He's dapple gray with a fine, long mane and tail. Swings back and forth on steel frame. Bridle and saddle are artificial leather. Metal stirrups. Web reins. Horse has red nostrils—black hoofs. Hardwood stand, braced and bolted. Size overall, 33½ inches. Saddle 18½ inches above floor. Not mailable. Shipping weight, 30 pounds.

79 VM 7589.............................. **$7.89**

Horsie Rocker . . . .Worth $1.00

75c Ever popular grand fun for toddlers! A safe toy, and one that will give him many hours of fun. Rocks to and fro—will not tip. Built so close to the floor that tiny tots can climb on or off by themselves. Has comfortable back rest; wood seat 17½ inches long serves as leg rest. Smooth sanded wood ivory and black enameled. Shipping weight, 5 pounds. Mailable.

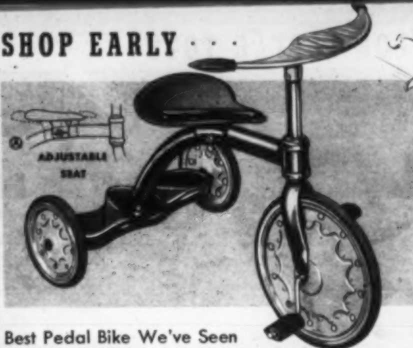
49 V 7511—Horsie Rocker.................... **75c**

New Charger Pony—Save 30%

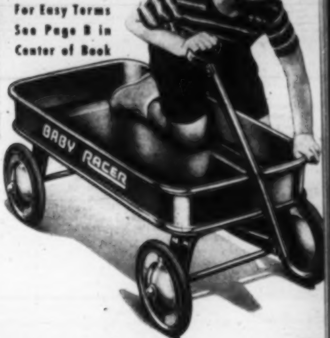
$1.49 Flexible 1¼-in. spring steel frame—made in factory where real automobile springs are made. Adjustable steel foot rest. Steel standards with rubber feet—noiseless and non-creep. Wooden horse's head with handle grip. Silver and black enamel finish. Red shaped wood seat, 12½ in. long. For children over 2 years. Will carry 50 pounds. Height, 21 inches. Mailable. Shipping weight, 9 pounds.

79 V 7507.............................. **$1.49**

SHOP EARLY . . . PAY LATER!



For Easy Terms
See Page 8 in
Center of Book



Best Pedal Bike We've Seen

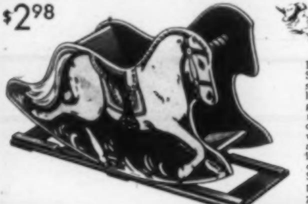
95c **A bargain even at $1.50 . . . Extra wide construction to prevent tipping . . . Strong enough to hold a man . . . Adjustable shaped steel saddle (see A above) . . . Rubber pedals and grips . . . Strong 1⅛-inch tubular steel frame.**

Just the thing for tots up to 2½ years old. It gives them a swell ride, fun, thrills and utmost safety. Bright red enamel gives this pedal bike a snappy appearance. Shaped rear steel step plate; nicely embossed, stamped steel handlebars. 17¼ in. high. Length overall 21½ in. 8½-in. double disc steel front wheel, 5-in. rear wheels; ½-in. tires; wheels and handlebars ivory color.

79 V 8367—Mailable. Shipping weight, 8 pounds....................95c

$4 Value Non-Creep Shoo-Fly

$2.98



OH! MY!
I DON'T WORRY... IT'S NON-CREEP

Exclusive at Sears! Stays on patented, slotted track that has 6 rubber feet to grip floor. Spring rocker; play bar has colored discs. 3-ply wood sides; size overall, 32x11½x19 in. high, brightly decorated. Mailable. Shipping weight, 11 pounds.

79 V 7557.... **$2.98**

All-Steel Wagon for Husky Tots

79c Small Size

$1.29 Large Size

Don't let the low price make you believe these wagons are merely pull toys . . . they're built to "take it" just like a big boy's coaster. Your youngster will like the pretty red-enameled, one-piece steel body. You'll like the safety features with rolled top and bottom . . . leaving no sharp edges to cut or scratch. Steel under-gearing and tubular steel tongue enameled black; double-disc red-enameled steel wheels; ½-inch rubber tires. Nickel-plated hub caps. Mailable.

Baby Pal

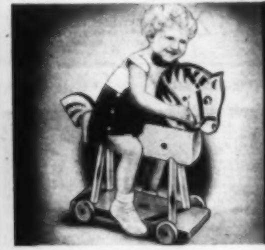
Body, 20¼x10¼ in. 4⅜ in.-wheels. Shpg. wt., 8 lbs.

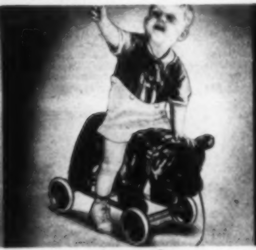
79 V 7607..............**79c**

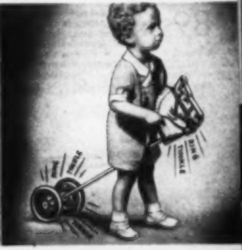
Baby Racer

Body, 24¼x11⅜ in. 5⅜ in.-wheels. Shpg. wt., 9 lbs.

79 V 7610..............**$1.29**







Baby's Nursery Horsie

79c **Best for nursery riding.** 16 in. high. This horsie is just about the nicest, best behaved thoroughbred there ever was. Gaily painted with bright lacquer finish. He'll be a nursery pet for a long time to come, because of the solid wood construction. Holds up to 200 pounds. Artificial leather reins that look ever so real. Shaped seat is 11 inches from the floor, the right height for little tots.

79 V 5477—Shpg. wt., 4 lbs..............**79c**

Big Bear for Little Folks

$3.98 Your baby will love this friendly pet, for his brown rayon pile plush fur is soft and cuddly. Can be ridden or pulled like a wagon. It's the dandiest teddy bear imaginable. **19 in. long, 13½ in. high overall. Seat height 12½ in.** Hard stuffed for rough usage. Legs reinforced with steel; mounted on steel frame with 4 rubber-tired wheels. Complete with leather-studded collar and strap.

79 V 4350—Shpg. wt., 8 lbs...........**$3.98**

28-In. Ride 'em Stick Horse

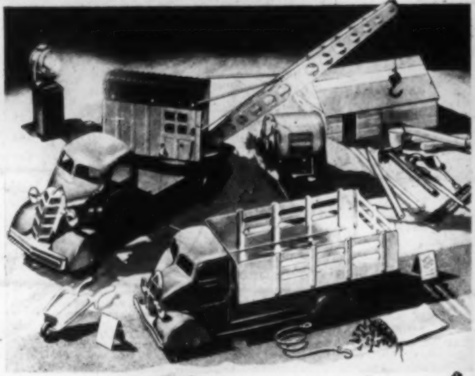
39c Just the toy for toddlers. Yours will have fun galore on this improved musical horse. He will scoot along happily to the merry tinkling tunes from the chimes. A fine exerciser that will help develop sturdy little legs and arms. Horse's head is beautifully decorated on both sides in bright colors. Sturdy steel wheels. Overall, 28⅝ inches long. Shipped partially unassembled, easy to set up.

49 V 6414—Shpg. wt., 1 lb. 13 oz..........**39c**

LOTS OF TOYS FOR LITTLE TOTS

If You Use Sears Easy Terms . .

SEE PAGE 8 IN CENTER OF BOOK

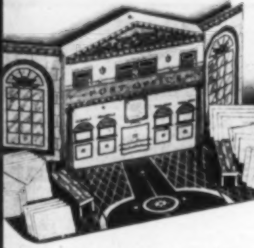


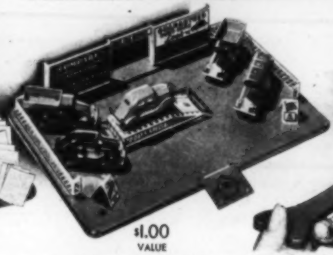
Sears Thriller Special

50-PC. CONSTRUCTION OUTFIT

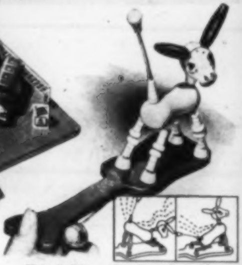
$1.98 Boys! Here's a brand new idea in toys, and just what you need to do big things! Only at Sears can you get this wonderful 50-Piece Set! Just look at all you get: 22-in. **Steel Crane Hoist Truck**—with revolving crane and crank handle to lift loads! 12-in. steel **Cab-Over-Engine Stake Truck**—with about **30 Pieces of Lumber** cut to various sizes! **Gravel Mixer** with door for loading, on a revolving drum! **Powerful Electric Searchlight** on a swivel base for night construction work! Battery . . . Wheelbarrow . . . Road Signs . . . Shovel . . . 15-inch steel Link Chain . . . 5¼-in. Hammer . . . Saw . . . Wood Water Bucket in proportion . . . Blueprint . . . Pencil . . . Ruler . . . Bag of Nails. Boy! What an Outfit! Everything you need to have lots of fun and learn a real He-man's job at the same time! If you're the kind of boy that doesn't like sissy games, you're sure to like this big, powerful 50-Piece Construction Outfit!

79 V 6149—Shipping weight, 8 lbs. **$1.98**





$1.00 VALUE



New 22-Inch Realistic Post Office

89c Stand behind the windows—take in mail—pass out stamps in this big, modern Post Office that looks just like a real one! Colorful accessories include 100 Stamps . . . 4 Parcel Post Tags . . . 4 Souvenir Cards . . . 4 Money Orders . . . 4 Postal Cards . . . 6 Envelopes and 12 Sheets of Stationery! Back and wings strong, colorful metal.

49 V 6462—Shipping weight, 2 lbs. 8 oz. **89c**

Used Car Market—5 Cars

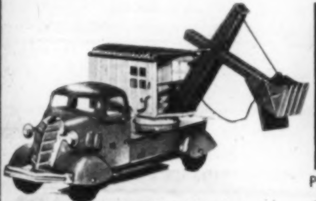
79c "Sell" cars in this heavy gauge, steel Market, 17x11x2⅝ in. high. Has five 4¼-in. steel cars on wood wheels; shiny radiators and bumpers; raised steel platform with driveway for today's "Special"; metal signs, price tags, play money. Bright enamel.

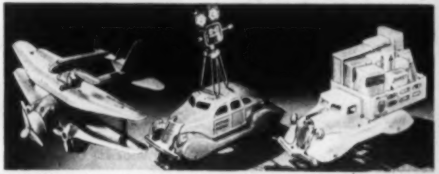
49 V 5765—Shipping weight, 4 lbs. 4 oz. **79c**

7-Inch Dizzy Donkey Pop-Up

23c Funniest toy you ever saw! Tail thrashes, legs wobble, neck moves, head nods, ears wiggle! Just pull the metal rings with your fingers and he obeys! No motor. Beautifully finished wood, brightly colored. Strong 50-lb. line.

49 V 6437—Shpg. wt., 10 oz. **23c**





Big Value Steam Shovel Truck

79c It's fun playing road engineer with this fine heavy gauge steel steam shovel. Cab, mounted on truck chassis, turns on swivel. Automatic, unloading-type scoop operated by crank handle. Sturdy steel truck 22½ in. long, shovel extended. 9½ in. to top of boom.

49 V 6146—Shipping weight, 4 lbs. **79c**

Piggy Back Plane

25c Little shavers will go for this 2 in 1 sturdy steel plane. It rolls easily on floor. Large plane 7½ in. long with 9½ in. wing-spread. Tiny plane on top easily separated, makes extra toy. Shpg. wt., 1 lb.

49 V 6121 . . . . **25c**

10-Inch Camera Car

25c Plenty of fun and lots of excitement with this Pathe News Reel Play Camera. It clicks as you crank! Camera fits on roof of heavy gauge steel car which rolls on sturdy wheels. Shpg. wt., 1 lb. 6 oz.

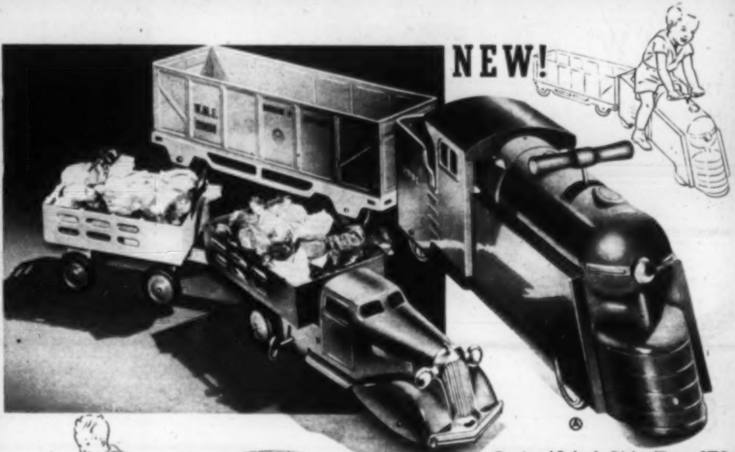
49 V 6119 . . . . **25c**

Grocery Truck

25c Make your daily deliveries in this heavy steel Truck with its streamlined fenders and dummy lights. No rough edges. Lots of empty food cartons. Size 10½x3¾x4½ in. high. Shpg. wt., 2 lbs.

49 V 6118 . . . . **25c**

NEW!



94c 48-Inch Ride 'Em Freight Train $1.79

94c Loco Only — $1.79 Complete

Ⓐ **Greatly improved! Never in history such a value!** 2 toys for the former price of a loco alone! Bright baked-on enamel colors. Auto fender steel, strong enough to hold grown ups. Easy to ride and steer and will help build up the little fellow's muscles. Load up the 20-in. detachable gondola ... Boy! what fun the youngsters will have.

25-inch Ride 'Em Loco. (No gondola.) Shipping weight, 9 pounds.
79 V 6148..........94c

Ride 'Em Loco and Gondola. Complete. Shpg. wt., 15 lbs.
79 V 6150.......$1.79

Buddy "L" Rider Truck

89c

New low price. A streamlined riding dump truck that can take it. Carry sand, toys, up to 200 pounds. Removable, shaped seat; handle steers easily; noiseless rubber tires; dummy headlights; baked-on enamel finish. 21 in. long; 9¼ in. to top of seat. Shpg. wt., 7 lbs.
79 V 6135—Buddy "L" Truck...89c

Truck Train with Candy

69c Truck Train

Ⓑ **Built of Auto Fender Steel—key wind motor.** Enough delicious candy kisses to last you for days; and a big, strong, shiny Sears Stake Truck with detachable trailer that will keep youngsters busy any day in the year. **It's 18 inches long,** built of auto fender steel; balloon type wood wheels, dummy headlights, baked-on bright enamel finish ... just like on real trucks. Propelled by long running, powerful spring motor.
49 V 5849—Shpg. wt., 4 lbs..................69c

BUY ON EASY TERMS FOR A BIGGER AND BETTER CHRISTMAS

SEE PAGE B IN CENTER OF BOOK

Mystery Speedway Bus

Easy wind motor. No key. Lots of fun for the kiddies. Easy to operate—just push down on back of roof. No battery. Bright colored metal. 14 in. long, 4⅝ in. high. Shpg. wt., 1 lb. 8 oz.
49 V 5731.........42c

Educational Colorscope

See beautiful designs thru lens as table turns. Removable disc so turntable acts as base for your own designs. Made of bright metal. Simple instructions on box. Shipping weight, 12 ounces.
49 V 6429............25c

Garage—5 Cars

Key wind motor on tank, dump trucks, also on wrecking car to tow in the 2 motorless Chryslers. Box forms garage, 7⅝x4⅝x5 in. high. Cars av. 4x1½x1⅝ in. high. Shpg. wt., 1 lb. 8 oz.
49 V 5773.........49c

Rapid Money Changer

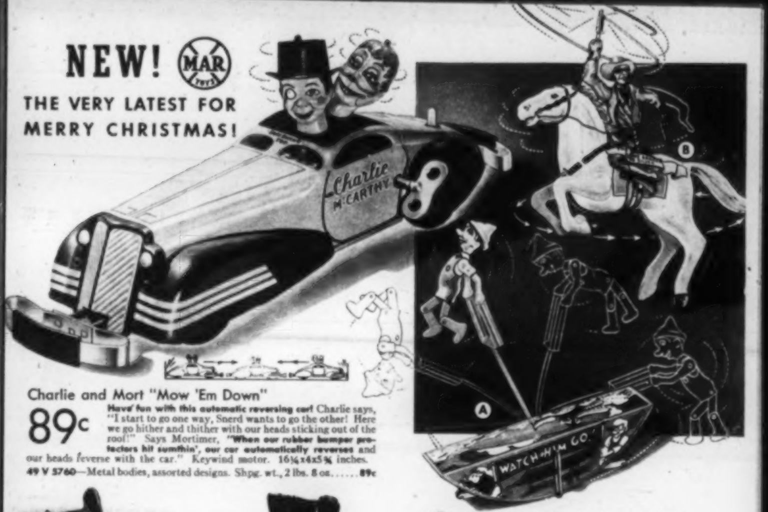
Nickel-plated. For nickels, dimes and pennies. Press levers; spring forces money to drop. Has paper practice money. Clip fastener. Heavy steel. 4⅝x2⅝x1⅝ in. Shpg. wt., 10 oz.
49 V 6463.........49c

Pull Grocery Train

Streamlined, 28 in. long. Full of empty boxes of advertised products. Carries other toys and blocks, too. Engine has 6 easy rolling wood wheels. Gondolas about 8 in. long. Enamel finish steel. Shpg. wt., 3 lbs. 8 oz.
49 V 6130............47c

NEW!

THE VERY LATEST FOR MERRY CHRISTMAS!



Charlie and Mort "Mow 'Em Down"

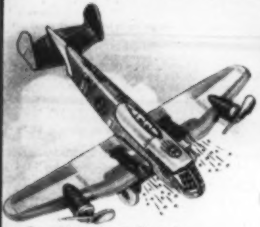
89c **Have fun with this automatic reversing car!** Charlie says, "I start to go one way, Snerd wants to go the other! Here we go hither and thither with our heads sticking out of the roof!" Says Mortimer, **"When our rubber bumper protecters hit sumthin', our car automatically reverses** and our heads reverse with the car." Keywind motor. 16¼x4x5⅝ inches.

49 V 5760—Metal bodies, assorted designs. Shpg. wt., 2 lbs. 8 oz. **89c**

New Acrobatic Pinocchio

47c Ⓐ Whee! Over the bar he goes! Jolly Pinocchio does lots of acrobatic antics on his flexible upright. When the base moves back and forth, the upright swings and Pinocchio even turns a somersault! The little folks will be occupied for hours watching him do stunts. This unique, mechanical toy has an easy-to-wind motor. Characters from "Pinocchio's Adventures" pictured on base. Colorful metal. Size overall 11x2⅛x16⅛ in. high.

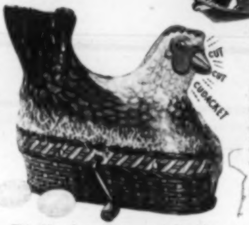
49 V 5747—Shipping weight, 1 pound **47c**



Sparkling Army Plane!

49c Zoom! A streamlined metal plane, with 2 wing-mounted machine guns ejecting sparks is off to a make-believe combat! Army colors. 13⅛ in. long. 18-in. wing-spread! Strong spring motor propels it along any flat surface.

49 V 5720—Shpg. wt., 1 lb. 4 oz. **49c**



This Hen Lays Eggs and Cackles

39c **Brand new!** Children all know the story of the little red hen. Now here's a toy that acts just like a **real** little red hen! Crank the handle, she cackles and lays wooden eggs. Colored metal. 5⅛x3¼x4⅝ in. high.

49 V 5766—Shipping weight, 8 oz. **39c**

Lone Ranger and Silver!

25c Ⓑ **Was 39¢ last year.** "Hi-yo Silver! Away!" What child doesn't thrill to the adventures of the chief characters of one of radio's most popular programs? This toy will add to the fun, too! The Lone Ranger is whirling his lasso and Silver is champing at the bit! They're rarin' to be off to the hills after the outlaws! Gayly colored metal toy will delight both adults and children. 6¼x7 in. high. Strong keywind motor.

49 V 5712—Shipping weight, 8 ounces **25c**

Hook-and-Ladder Siren Truck

98c Fire! Your trusty hook-and-ladder truck tears off! Siren screaming, it speeds in a circle or down the straightaway! Dummy rubber hose on reel; balloon type rubber wheels! Keywind motor. Fire-engine-red steel; 14¼ in. long. **Two** 8-in. ladders! Shiny bumpers and radiator front. Brake.

49 V 5789—Shipping weight, 3 lbs. 8 oz. **98c**

New Busy Miners Mechanical Toy

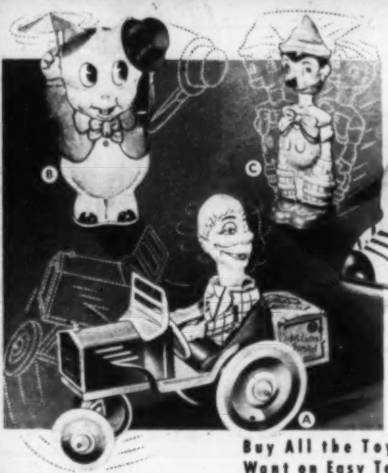
45c Two busy miners supervise the mine car you can load. It runs on an incline from mine to building as in a real mine. Long-running motor (key attached) has an automatic "stop" and "go" that makes it run longer than usual! Industrial designs printed on colored sturdy metal; 2⅝x4⅛x10¼ in. long. Very clever and unique in action.

49 V 5733—Shipping weight, 1 pound **45c**

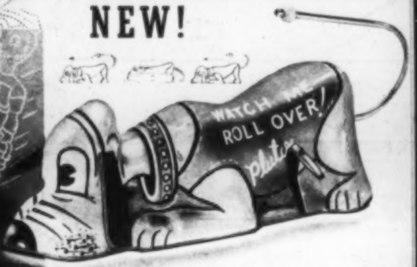
New Delivery Boy Toy

47c Realistic pedal action. Legs pump up and down as he rides his monocycle for a short distance, then he turns and goes a different way. Delivery cart attached. Keywind motor. Colored metal, 9⅛x5x8 in.

49 V 5738—Shpg. wt., 1 lb. **47c**



NEW!



New Rollicking Rollover Pluto

47c Here's a Rover for you—and you—and you! A darling clumsy mechanical mongrel! Wind his strong spring motor . . . he runs along the floor then suddenly stops and rolls over completely sideways! Before you know it, he's on his feet ready to do it over! Just the thing to keep the wee ones occupied for many happy hours! Strong metal. Keywind motor. 9x2¼x4 in. high. Shipping weight, 12 ounces.

49 V 5734—New Rollover Pluto 47c

Excitable Mortimer Snerd

47c Ⓐ Now Mortimer Snerd has his own car! His head turns around as if to say "Look at me!" The car dashes to and fro in circles, too! Keywind motor. Sturdy, gayly-colored metal. 7⅛x3x6¼ in. high. Shpg. wt., 12 oz.

49 V 5736—Mortimer Snerd 47c

Dancing Porky Piggy!

39c Ⓑ This little piggy doesn't go to market! Oh, no! Not Porky! He's going to the ball to dance! To be polite, he tips his hat! And then, to make you laugh, he twirls his parasol. Keywind motor. Colored metal, 7⅝ in. high. Shpg. wt., 1 lb.

49 V 5761—Porky Piggy 39c

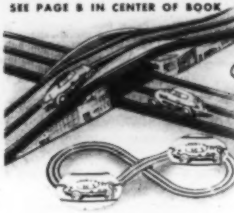
Comical Pinocchio

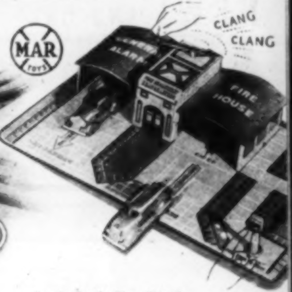
23c Ⓒ Remember Pinocchio? His nose grew and grew each time he told a lie? And here he is again with a long **Rubber** nose (protects little hands from scratches). Just wind him up—he shuffles along—blinks his eyes! Colored metal. 8⅛ in. high. Shipping weight, 8 ounces.

49 V 5716—Famous Pinocchio 23c

Buy All the Toys They Want on Easy Terms . .

SEE PAGE B IN CENTER OF BOOK





Speedway, 2 Mechanical Cars

$1.89 2 Cars

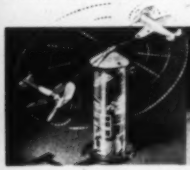
Wind the streamlined autos and watch them race with breakneck speed over the **2-lane, 144-in., all steel figure 8 track!** Brightly colored 3⅝-in. cars. Powerful motors.

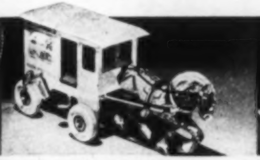
49 V 5782—Shpg. wt., 4 lbs. 10 oz. $1.89
49 V 5718—Extra car. Shpg. wt., 10 oz. 25c

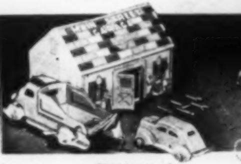
Look Out! Fire Cars!

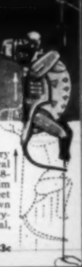
94c Here they come! Wind the weather vane, place 4-in. cars in position, trip release lever, and out they go while alarm bell rings! Building and base decorated steel. Directions on how to operate included. 16⅝x10⅝x4⅝ in.

49 V 5748—Shipping weight, 3 lbs. 8 oz. 94c









Sky Hawk Tower

25c Metal base looks like real airplane pylon! **Crossbar about 17 in. across,** has an airplane on each end. Celluloid propellers whirl madly while metal planes tear around the pylon! Keywind motor. 7⅝ in. high.

49V5713—Shpg. wt., 12 oz. **25c**

Horse, Milk Wagon

25c Exciting for little folks! Wind strong motor—then look out! Here comes Horsie pulling his new Milk Wagon! Balloon type metal wheels for easier running. Keywind motor. Gayly colored metal, 10x3⅝x4⅛ in.

49V5714—Shpg. wt., 1 lb. **25c**

New Wrecker Outfit

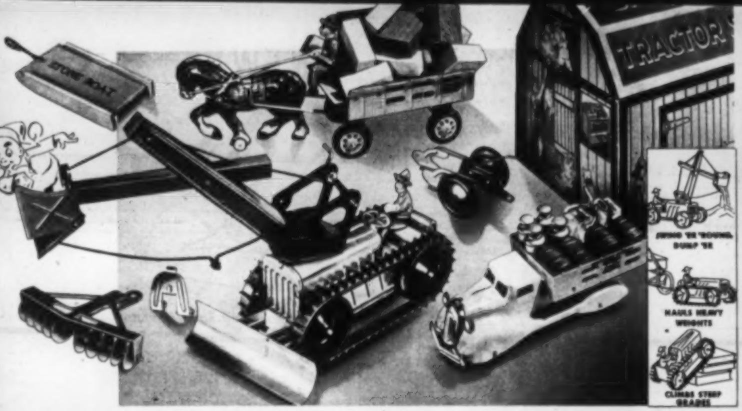
25c Be the first one at a make-believe accident with this swell outfit! Streamlined cab-over-engine type wrecker! **Five** toy tools! And a Chrysler car which has removable wheels and axles that can be fixed with toy tools! **Steel wrecker—7¼ in. long. Steel car, 4 in. long.**

49 V 5717—Shpg. wt., 1 lb. **25c**

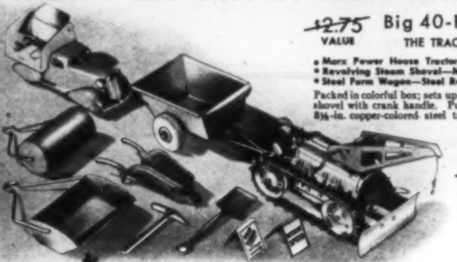
Climbing Monkey

23c "Zippo" is no ordinary monkey! He's a real acrobat! Pull the 38-inch string taut—watch him climb up hands pulling, his feet moving. Release string—down he comes! Amusing for everyone! Colored, sturdy metal, 10x4 in.

49V5704—Shpg. wt., 10 oz. **23c**



NEW! AND ONLY AT SEARS THIS MERRY CHRISTMAS



~~$2.75~~ VALUE

Big 40-Piece Farm Tractor Set $1.98

THE TRACTOR IS ALSO A POWER PLANT

- **Marx Power House Tractor; Lift Block**
- **Revolving Steam Shovel—Milk Truck**
- **Steel Farm Wagon—Steel Road Scraper**
- **Blocks—4 Wood Milk Cans; 4 Barrels**
- **Steel Gang Plow—5½-in. Disc Harrow**
- **2 Glass Ice Cubes—Tongs—Stone Boat**

Packed in colorful box; sets up into 13-in. hip-roof barn. Revolving dumping toy steam shovel with crank handle. Pulley cord; milkwagon 10½ in.; farm wagon 12 in. The 8½-in. copper-colored steel tractor has powerful, speed-controlled clockwork motor, making it run about 14 feet with one winding. Brownie figure not included.

49 V 5881—Shipping weight, 6 pounds 8 ounces. .$1.98

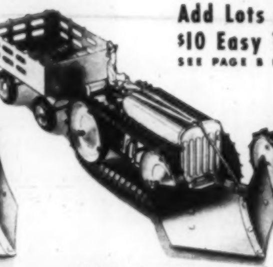
←12-Pc. Midget Road Building Set

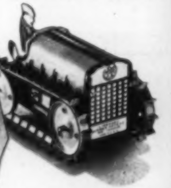
98c 5¼-in. tractor with coupling hook. Road scraper; crank handle lift-derrick, fits on tractor; 3¾-in. road roller; 6-in. dump trailer. Cement mixer truck, handle turns mixing drum; steel shovel 3¼ in. long; pick-ax; 2 road signs, sand scoop wheelbarrow in proportion. Copper-colored metal tractor has key wind motor, brake.

49 V 5842—Shipping weight, 3 pounds..........98c

Add Lots of Toys to Your $10 Easy Terms Order . .

SEE PAGE 8 IN CENTER OF BOOK





Super-Power Giant Climbing Tractor

$1.49 Heavy loads, steep grades, obstacles won't stop this go-getting bright chrome finish Bulldog tractor, with its new detachable V-shaped plow. Wind powerful clockwork motor and watch it plow through snow, sand or mud. 1 inch wide sure-grip rubber treads; brake. With plow attached 13 inches long, 5 inches wide, 6 inches high. Hook for attaching other toys you want to pull.

49 V 5771—Shipping weight, 2 pounds 6 ounces............$1.49

8½-in. Tractor with Trailer, Plow

98c 20 in. overall. Climbs steep grades. Speed control clockwork motor. Brake. Steel throughout; copper colored.

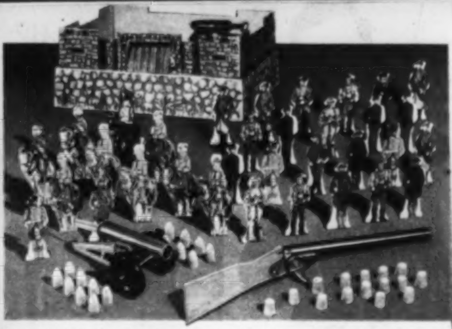
49 V 5837—Shpg. wt., 2 lbs. 8 oz. . 98c

49 V 5745—(Not shown.) Colored metal. Smaller motor tractor. without trailer or plow. Shpg. wt., 1 lb. 7 oz..........49c

Midget Tractor

25c Bright metal finish. 5¼ in. long. Strong spring motor, brake. Rubber treads give power, protect furniture. Climbs hills and over obstacles.

49 V 5753—Shpg. wt., 8 oz.25c



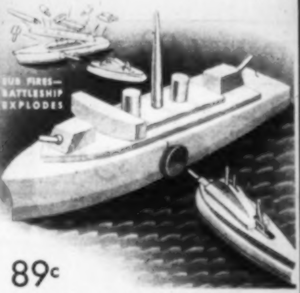
Big 75-Piece Soldier, Cannon and Fort Set

98c Bang! Boom! 6⅛-inch cannon, 13⅛-inch pop gun attack 36 colorful metal soldiers, foot and cavalry, behind their play fort! Metal cannon shoots wooden bullets; pop gun has steel barrel, wood stock, shoots harmless corks. 24 soldiers on foot, average 3⅛ inches tall, 12 cavalrymen about 4⅛ inches. Cowboys, Indians, doughboys, English soldiers—a whole colorful army, they stand solid on their metal bases! Hours and hours of hilarious fun! Packed in colorful box decorated like a fort.

49 V 5613—Complete 75-Piece Set. Shipping weight, 3 lbs........................98c

SHOP NOW—PAY LATER!

SEE PAGE 8 IN CENTER OF BOOK



89c

Bing! The Ship Explodes!

Load gray, 7⅛-inch submarine with torpedo; cruise into firing position, aim, shoot! Bang! Spring lifts battleship's deck, funnels, etc. high into air. Reassemble for another attack. Colorful 13⅛-inch battleship. Both ships built of wood.

49 V 5633—Shipping weight, 2 lbs........................89c

TARGET BUSTER

89c

New! Daisy Repeater—Targets Break When Hit!

You hit 'em! You bust 'em! Never so much thrill and fun in your life. The 5 brilliant-color wood target discs shatter to pieces when hit! Comes with gun-metal finished, steel barreled gun, 28 inches long, wood stock. Holds 20 cork balls in one loading. Target rack 5¼x9⅛x9 inches high with cloth backstop. Instructions—10 cork balls—30 wood bustable targets included.

49 V 5621—Shpg. wt., 2 lbs. 4 oz........................89c

49 V 5631—20 cork balls, 30 targets. Shpg. wt., 1 lb.....33c

Take Aim! Pull the Trigger! Sparks Fly Out!

89c **Play "Crusade Against Crime" with a Gangbuster gun!** Wind clockspring motor; take aim at fleeing gangsters, sparks fly out while round magazine revolves with a realistic rat-a-tat-tat. 23 inches long. Brightly-colored metal, wood stock.

49 V 5665—Gangbuster Gun. Shipping weight, 2 pounds........................89c

49 V 5787—2 extra flints. Shipping weight, 2 ounces........................10c

5-Pc. Cowboy Set
Regular 10-gallon, Western style hat, fits average boy's head. Cowboy lariat and bandana. 8-in. black enameled steel dart gun in a cloth holster. Shpg. wt., 2 lbs.

49 V 5699...**49c**

Boys' Chaps
$1.00 Value. Like real ones. Cotton leggings, top and vest trimmed with leather-like cotton suede. Even sizes, 4 to 14 yrs. *Be sure to state age-size.* Shipping weight, 1 lb. 13 oz.

49 V 5692.....**89c**

2 Gun Holsters
Texas Jr. model. Each about 6x3 in. overall. Genuine cowhide. Adjustable belt and 2 heavy-gauge steel, black enameled, 6-in. clicker guns. Shpg. wt., 12 oz.

49 V 5626..**47c**

8-In. Enameled Steel Pistol

Ⓐ Shoots suction cup dart included.

49 V 5682—Shpg. wt., 8 oz...... **10c**

49 V 5683—2 Darts. Shpg. wt., 3 oz.....5c

Double Barrel Popgun

Ⓑ 28 in. long. Leather shoulder strap. Break action. Each steel barrel pops enclosed corks separately. Wood stock.

49 V 5651—Shpg. wt., 2 lbs. 4 oz.... **47c**

Like a Real Shotgun

Ⓒ 22-in. double barrel. Break action. 2 triggers fire barrels separately. Corks enclosed in steel barrels. Wood stock.

49 V 5645—Shpg. wt., 2 lbs........ **25c**

Lone Ranger Clicker Gun

Ⓓ Steel, 8-in. long. Chrome finish; imitation jewels; Lone Ranger picture.

49 V 5666—Shipping weight, 8 oz.... **25c**

NEW! 8-Pc. Lone Ranger Outfit

89c A real cowman's dream to play "Lone Ranger" himself! You can really do it with this! Genuine leather holster and belt; play bullets. 8-inch black enamel steel clicking gun. A strong lariat for ropin'; colorful bandana scarf; Lone Ranger mask and pair of cuffs.

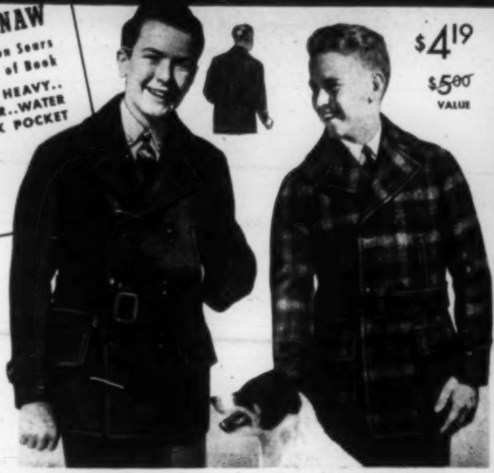
49 V 5622—Shipping weight, 1 lb. 8 oz............89c

SUPER HEAVY MACKINAW

It's Easy to Buy the Finer Things on Sears Easy Terms—See Page B in Center of Book

HEAVIER THAN EXTRA HEAVY.. ALL WOOL AND MOHAIR..WATER REPELLENT . . ZIP BOOK POCKET

$6.98 ~~$10.00~~ VALUE



"BOYVILLE" Four Star Feature

Super heavy all wool and mohair fabric! The *best* and *heaviest* boys' mackinaw cloth we have ever used! Fleecy Silvertone. Specially processed to repel rain and snow. Handy big zip book pocket . . . canvas interlined collars, lapels and fronts . . . extra wide facings . . . sateen piped inside seams . . . four warm pockets . . . sports back . . . three-piece all around belt. At $6.98—an amazing saving!

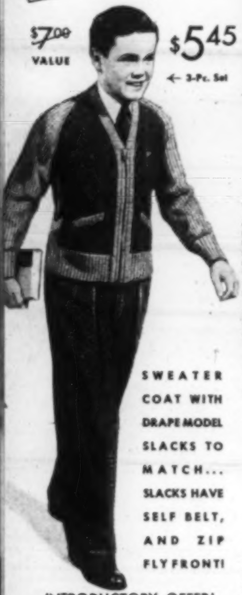
Even age-sizes: 6 to 18. *State age-size.* Shipping weight, 5 pounds 2 ounces.

40 V 3763—Plain Dark Blue Fleecy Mackinaw
40 V 3764—Plain Dark Green Fleecy Mackinaw **$6.98**

Bright Plaid Wool Mackinaws

We saved a lot of money on a very fortunate pre-season purchase—we're turning these savings over to you! Extra heavy 32-oz. weight wool mackinaw cloth . . . bright neat plaids . . . big turn-up collar . . all around belt . . . wide inside facings . . . piped inside seams . . . two warm muff pockets . . . two lower flap pockets . . . pinch back . . . full roomy cut. *Even age-sizes:* 6 to 18. *State age-size.* Shipping weight, 4 pounds 3 ounces.

40 V 3770—Blue Wool Plaid
40 V 3771—Brown Wool Plaid
40 V 3772—Maroon Wool Plaid **$4.19**



SWEATER COAT WITH DRAPE MODEL SLACKS TO MATCH... SLACKS HAVE SELF BELT, AND ZIP FLY FRONT!

INTRODUCTORY OFFER!

The new sweater sports coat with slacks to match is the favorite combination outfit of the season! Drape-model slacks with self belt . . . pleated front . . . drop belt loops . . . cuff bottoms . . . zip fly front . . . five pockets.

Front and back of the sweater matches the slacks. Material is a smooth finish 50% wool (balance cotton and rayon) suiting in a stylish herringbone weave with overplaid and nubs. The heavy half wool knit sleeves, bottom, collar, shoulders, and borders give a smart contrasting tone. Made with zip front and zip chest pocket. Here's lots of service and up-to-the-minute good looks at a big saving! *Even age-sizes:* 10 to 20. *State age-size.* Shpg. wt., 3 lbs. 3 oz.

40V3088—Dk. Blue Combination Outfit $5.45
40V3089—Dk. Green Combination Outfit $5.45

PIN WALE CORDUROY IN OR OUTER OUTFIT

100% Washable

Luxuriously Woven

Body Warming

~~$3.95~~ VALUE

$2.98

An outfit for all occasions! Popular In-or-Outer suit of soft, velvety finish pin wale corduroy—a fabric specially developed for these outfits. Shirt can be worn in or out. Made with long sleeves, button cuffs, 2 roomy pleated patch pockets with button flaps, and convertible sports style collar.

Dressy looking pleated slacks have genuine lastex back waistband for better fit, fly front, 2 side pockets, cuff bottoms. Self belt and buckle.

Age-sizes: 4, 5, 6, 7, 8, 9, 10. *State age-size:* Shipping weight, 1 lb. 10 oz.

40 V 3100—Dark Green 3-Piece Set $2.98
40 V 3101—Royal Blue 3-Piece Set $2.98

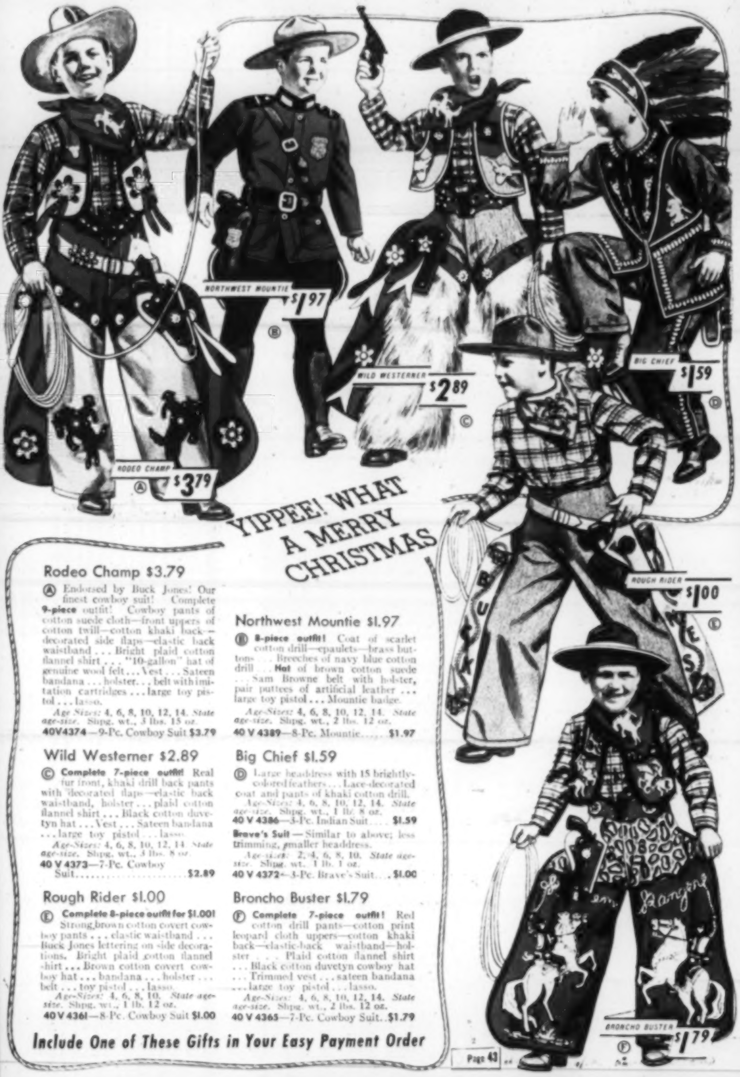
VALUE
~~$2.98~~
$2.29

Water Repellent Jacket

Special purchase of a limited quantity makes this outstanding value possible! Processed to repel rain, wind and snow. Body (front and back) and collar of thick fur-like cotton pile fabric—sleeves and trim of sturdy artificial leather . . . body and sleeves lined with warm cotton flannel . . . zip front . . . sleeve tabs . . . muff pockets . . . belt and buckle.

Even age-sizes: 6 to 16. *State age-size.* Shipping weight, 2 pounds 5 ounces.

40 V 3641—Brown Jacket $2.29



Rodeo Champ $3.79

Ⓐ Endorsed by Buck Jones! Our finest cowboy suit! Complete **9-piece** outfit! Cowboy pants of cotton suede cloth—front uppers of cotton twill—cotton khaki back—decorated side flaps—elastic back waistband . . . Bright plaid cotton flannel shirt . . . "10-gallon" hat of genuine wool felt . . . Vest . . . Sateen bandana . . . holster . . . belt with imitation cartridges . . . large toy pistol . . . lasso.

Age Sizes: 4, 6, 8, 10, 12, 14. *State age-size.* Shpg. wt., 3 lbs. 15 oz.

40V4374—9-Pc. Cowboy Suit **$3.79**

Wild Westerner $2.89

Ⓒ **Complete 7-piece outfit!** Real fur front, khaki drill back pants with decorated flaps—elastic back waistband, holster . . . plaid cotton flannel shirt . . . Black cotton duvetyn hat . . . Vest . . . Sateen bandana . . . large toy pistol . . . lasso.

Age-Sizes: 4, 6, 8, 10, 12, 14. *State age-size.* Shpg. wt., 3 lbs. 8 oz.

40 V 4373—7-Pc. Cowboy Suit **$2.89**

Rough Rider $1.00

Ⓔ **Complete 8-piece outfit for $1.00!** Strong brown cotton covert cowboy pants . . . elastic waistband . . . Buck Jones lettering on side decorations. Bright plaid cotton flannel shirt . . . Brown cotton covert cowboy hat . . . bandana . . . holster . . . belt . . . toy pistol . . . lasso.

Age-Sizes: 4, 6, 8, 10. *State age-size.* Shpg. wt., 1 lb. 12 oz.

40 V 4361—8-Pc. Cowboy Suit **$1.00**

Northwest Mountie $1.97

Ⓑ **8-piece outfit!** Coat of scarlet cotton drill—epaulets—brass buttons . . . Breeches of navy blue cotton drill . . . **Hat** of brown cotton suede . . . Sam Browne belt with holster, pair puttees of artificial leather . . . large toy pistol . . . Mountie badge.

Age-Sizes: 4, 6, 8, 10, 12, 14. *State age-size.* Shpg. wt., 2 lbs. 12 oz.

40 V 4389—8-Pc. Mountie **$1.97**

Big Chief $1.59

Ⓓ Large headdress with 15 brightly-colored feathers . . . Lace-decorated coat and pants of khaki cotton drill.

Age-Sizes: 4, 6, 8, 10, 12, 14. *State age-size.* Shpg. wt., 1 lb. 8 oz.

40 V 4386—3-Pc. Indian Suit **$1.59**

Brave's Suit—Similar to above; less trimming, smaller headdress.

Age-sizes: 2, 4, 6, 8, 10. *State age-size.* Shpg. wt., 1 lb. 1 oz.

40 V 4372—3-Pc. Brave's Suit . . . **$1.00**

Broncho Buster $1.79

Ⓕ **Complete 7-piece outfit!** Red cotton drill pants—cotton print leopard cloth uppers—cotton khaki back—elastic-back waistband—holster . . . Plaid cotton flannel shirt . . . Black cotton duvetyn cowboy hat . . . Trimmed vest . . . sateen bandana . . . large toy pistol . . . lasso.

Age-Sizes: 4, 6, 8, 10, 12, 14. *State age-size.* Shpg. wt., 2 lbs. 12 oz.

40 V 4365—7-Pc. Cowboy Suit . . **$1.79**

Include One of These Gifts in Your Easy Payment Order

NEW!

5 CHRISTMAS THRILLER VALUES

FILL THEIR STOCKINGS—USE EASY TERMS—SEE CENTER OF BOOK

New! All Rubber Freight Train! 98c

UNBREAKABLE, SAFE, WASHABLE!

31½ inches long . . . engine with tender and four cars . . . bright, washable harmless colors .. the first all rubber train ... exclusive with Sears. A sensible toy that will make small hearts flutter and mothers rejoice. All rubber, so it's practically unbreakable. And there's not a chance in the world of its hurting the little folks or scratching your furniture. The freight car has 2 rubber barrels, 2 rubber milk cans, and a rubber crate. Crane car, dump car and caboose, too. Rubber couplers. Rolls silently on rubber wheels. Shipping weight, 2 pounds.

49 V 6431—Train packed in colorful station type box.................... **98c**

Sears Big Truck Train

40 IN. LONG . . . 5 UNITS

$1.50 VALUE

Over 20 play pieces. Heavy gauge steel truck and trailer bodies; wooden wheels are easy on floors. Cardboard carton box sets up into a freight house with an unloading platform. Includes empty food boxes, motor market trailer, one trunk and baggage wheelbarrow with the baggage express. Construction trailer has steel wheelbarrow and spade. Block of ice and tongs with ice trailer.

79 V 6139—Shpg. wt., 5 lbs. **89c**

89c Complete Outfit

$1.50 VALUE

12-Inch "Drinks-N-Wets" Doll 89c

14 PC. LAYETTE IN O'NITE CASE

Airplane type case (wood frame, paper covering, snap lock, leather handle, case measures 14¾ x 11 x 4 inches). All composition doll with inside elastic jointed arms and legs and a turning, tilting head. Layette consists of organdy dress, rayon ribbon tied organdy bonnet, 3 diapers, soap, sponge, 2 wood clothespins, glass nursing bottle, nipple. Dressed in diaper, cotton socks.

49 V 3517—Shipping weight, 2 pounds 12 ounces.................... **89c**

51-Pc. Blue Willow Set 89c

~~$1.50~~ VALUE TABLECLOTH, NAPKINS, CUTLERY INCLUDED

Now little hostesses can use the same china pattern Mother uses. 6 cups, 2⅜ in.; 6 saucers, 3⅞ in.; 6 plates, 4⅜ in.; 1 oval platter, 6-in.; 1 covered casserole dish, 5¼ in.; 1 teapot with cover; 1 sugar bowl with cover; 1 creamer. 28 x 28 in. blue and white cotton tablecloth, half dozen 6 x 6 in. napkins (made in Japan). 6 aluminum knives, 6 forks, 6 spoons (made in Germany).

49 V 1601—Shipping weight, 4 pounds.................... **89c**

POUND-A-PEG
NAILING

3 in 1 Combination Play Table 98c

FIRST TIME BELOW $2.00

Walnut stained wood table, 25 inches overall . . . Strong and sturdy—made specially so for lots of wear and tear that junior carpenters are bound to give it. Really has three uses—as a play table or bench, as a pound-a-peg set, or as a nailing set. Included are 24 assorted colored and shaped pegs, 24 assorted and colored waxed pieces, 1 box of nails, 1 hammer, 1 masonite board, 7 x 10 inches, and design sheets.

79 V 3691—Shipping weight, 6 pounds.................... **98c**

Sears 4 STAR FEATURE

SEARS EXCLUSIVE NEW STOCK FARM

- ★ More Pieces Than Ever — No Increase in Price!
- ★ 24 Sanitary Rubber Toys
- ★ Over $5 Worth of Play Value
- ★ Buildings of Sturdy "Tekwood" (3-Ply, Wood Center Board)

COMPLETE AS SHOWN **$1.98**

Has Life-Like Rubber Implements and Animals

24 Washable Rubber Toys

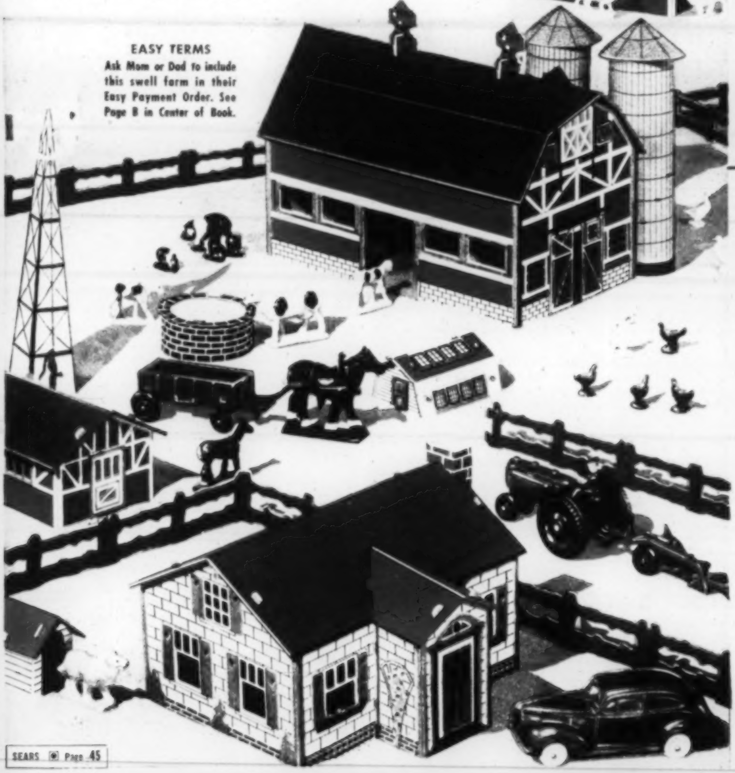
Noiseless, practically unbreakable, naturally shaped, proportioned and colored. No sharp edges to scratch tiny fingers, floors or furniture. All implements mounted on easy rolling rubber wheels. **3¾-in. Horse. Set of Harness. 3⅜x2½-in. Cow. Colt. 2 Calves. 2 Sheep. Large Pig. 3 Small Pigs. Collie Dog. 4 Chickens. 2 Geese. Rooster. Plow. Graham Bradley Tractor. Farm Wagon. Sedan.**

All Buildings of Flexible "Tekwood"

The new 3-ply, wood center, fiber lined board. **Big Hip Roof Set-up Barn** has 3-ply heavy wood ends and bottom; 16x9x9 in. high; one side open. 4 stalls. **New Farm House,** 10¼x7½x6¾ in.; open back; cutout windows. **New 2-in. Hen House,** roof 4½x2½ in. **Dog House, Tool Shed** in proportion. **Large Cattle Shed,** 8½x5¼x4½ in. high; open back. **Cardboard accessories: Water Trough,** Two 11x2¾-in. **Silos,** 12-in. **Windmill,** 2 **Ventilators,** 15 sections of **Fence,** green on one side.

More complete, more beautiful than ever. It's Real Quality! Interesting even to grown-ups!
79 V 6458—Sears DeLuxe Farm Set With 24 Rubber Toys. Shpg. wt., 7 lbs. $1.98

Additional Farm Sets, Rubber Implements and Animals On Other Pages in This Catalog

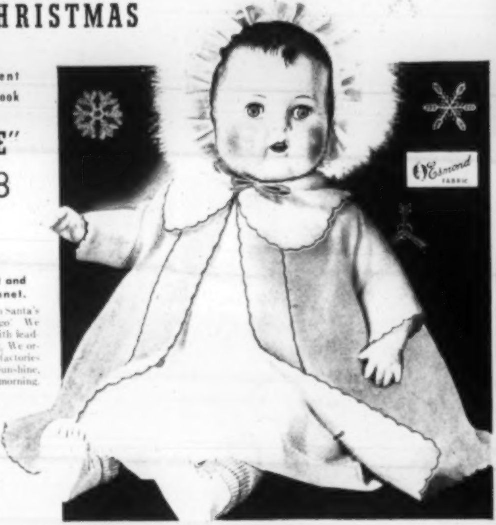


EASY TERMS

Ask Mom or Dad to include this swell farm in their Easy Payment Order. See Page 8 in Center of Book.

FOR A LITTLE•MOTHER'S MERRY CHRISTMAS

Include It in Your $10 Easy Payment Order • • See Page B, Center of Book



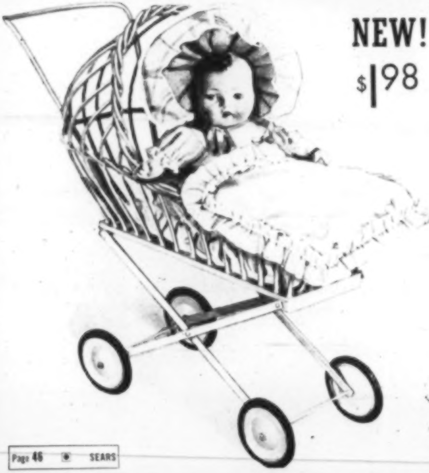
"BABY SUNSHINE"

VALUE SENSATION OF 1939 $1.98

- **Regular $3.00 to $3.50 value.**
- **Big as a real baby—26 inches tall.**
- **Genuine Esmond blanket cloth coat and bonnet—marabou trimmed bonnet.**

A really lovely baby—and the biggest bargain in Santa's pack! This value was planned months ago! We checked the best manufacturers—consulted with leading doll stylists—laboratory tested for quality. We ordered thousands of dolls—and three big factories worked for months! The result is Baby Sunshine, ready to be adored by little girls on Christmas morning. Her big, bright, long lashed eyes close tight. She can cry, too! Her open mouth shows tiny teeth and tongue. Her dress is fine organdy, deep hem. She also wears a dainty white slip—rubber panties—rayon socks—bootees. Full-cut flared cotton Esmond blanket cloth coat and bonnet, stitched with soft baby blue yarn. Cotton-stuffed body—composition turning head. Inside tied arms and legs. Shpg. wt., 4 lbs.

79 V 3176—Baby Sunshine........ **$1.98**



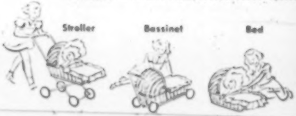
NEW! $1.98

Dressed Baby Doll and 3-in-1 Fiber Buggy Easily a $3.50 Value

- **Buggy is easily converted into bassinet or bed . . . really 3 toys in 1!**
- **15-inch, sleeping-eye, dressed doll.**
- **Soft, comfy cotton pad and pretty ruffled organdy trimmed rayon cover included.**

Of course you'd expect to pay more for a doll **and** a buggy! But this is **Christmas**—and this is **Sears**—and this is a value we've planned for months to be one of the biggest things in our Christmas event. The doll is a darling—and the buggy is really **3** toys in 1! Removable handle transforms it into **a** bassinet. Lift the crib from the wheels and the bassinet becomes a bed. The cute baby doll has **a** soft, cotton stuffed body. The composition head turns. Long lashed eyes that sleep. Lace-trimmed organdy dress and bonnet. Undies—bootees. The buggy and top are round fiber; rubber tired wheels. Set up, it measures 25 in. long, 11 in. wide, 22½ in. high. Shipping weight, 5 pounds.

79 V 3548—Doll and Buggy.................. **$1.98**

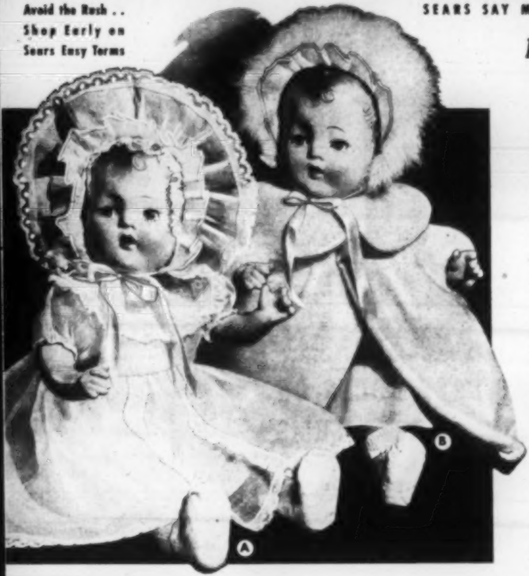


Avoid the Rush ..
Shop Early on
Sears Easy Terms

SEARS SAY MERRY CHRISTMAS WITH

AMERICA'S No. 1 DOLL BUYS

~~$1.50~~ VALUES 95c Ea.



The prettiest and best dressed babies we have ever offered at this low price Not the largest dolls you can buy at this price, but surely the best quality we have seen. They are the usual $1.50 values elsewhere. Note the following features:

- **Sleeping eyes with lashes.**
- **Waterproof composition head, arms, and legs.**
- **Turning head; smartly styled outfits.**
- **Open mouth shows tongue, teeth.**
- **Soft cotton stuffed bodies.**

18-Inch "Dainty Baby"

Ⓐ She looks good enough to eat in her pink organdy frock! Daintily trimmed with rows of Val style lace. A ruffled pink organdy bonnet frames her face—ribbon ties under the chin Pink nainsook slip—rubber pants—white cotton socks—white tied bootees. Inside jointed arms. Shpg. wt., 2 lbs.

49 V 3119—18-Inch Doll........ **95c**

16-Inch Blanket Coat Baby

Ⓑ Hold her in your arms! In her blanket coat and hood she's warm and cuddly. Her dress is organdy—she wears pretty undies—rayon socks—and white tied bootees. Her coat and bonnet are **real pink Esmond cotton blanket cloth**—ribbon tied bonnet is trimmed with Marabou. Shpg. wt., 2 lbs.

49 V 3122—16-Inch Doll........ **95c**

20-In. "Chubby"

WEARS 3-PIECE SNOW SUIT

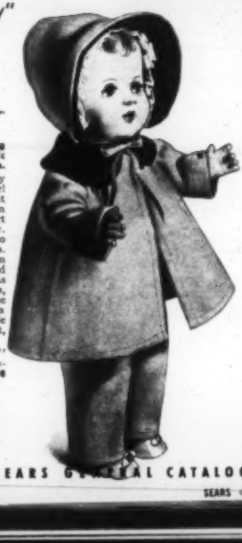
$1.98

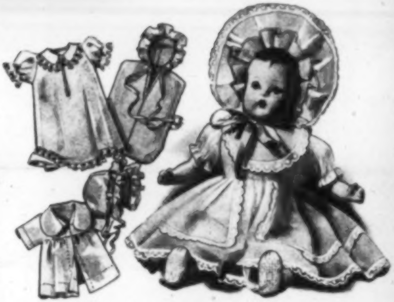
- **Hard-to-break composition doll.**
- **Real sleeping eyes.**
- **Real lashes • Turning head • Inside elastic jointed arms and legs.**

"Chubby" can hardly wait for snowy weather! She's wearing a snow suit of rich, warm cotton duvetyn with a smart little velveteen collar. Styled by a doll stylist to copy children's snow togs. Trousers have elastic in the top—bonnet is lined with velveteen and has ribbon ties. Underneath, "Chubby" wears a pique romper—white rayon socks—white tied buckle shoes. Shipping weight, 3 pounds 4 ounces.

49 V 3123—"Chubby" Doll with 3-Piece Snowsuit............... **$1.98**

For Easy Terms
See Page B in
Center of Book





"Baby Darling" With 4 Complete Outfits

SLEEPS—CRIES—16 INCHES HIGH

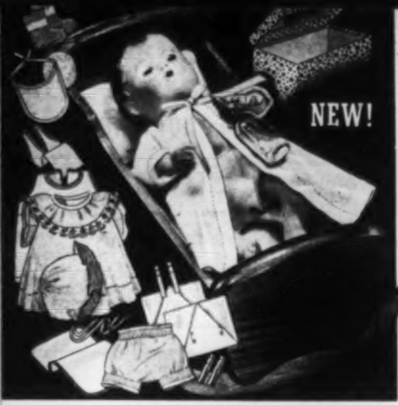
• Soft cotton stuffed body. • Real lashes. • Tongue and teeth

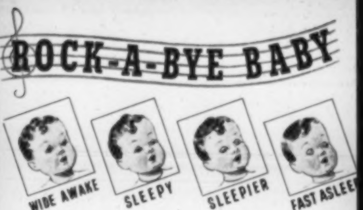
$1.69 Complete

Four complete outfits! Dress her for bed—for christening—for an afternoon's outing. Little mothers will love this pretty baby with her dainty clothes! She wears an adorable crisp organdy dress, lace-trimmed,—a cute ribbon tied organdy bonnet—pink nainsook slip—rubber panties—socks—white bootees. Her wardrobe consists of a stylish flared rayon coat—ruffled ribbon tied rayon bonnet—pink **genuine Esmond cotton blanket cloth "baby bunting"** and long christening style organdy dress, lace-trimmed, with dainty slip to match. A real Christmas value only Sears could offer. Shipping weight, 2 pounds.

49 V 3121—Doll and 4 Outfits.............................. **$1.69**

TURN TO SEARS GENERAL CATALOG FOR OTHER BIG DOLL BARGAINS





First Doll You Can Really Rock to Sleep

$2.79 11-In.
- **Glass-like sleeping eye, crying, wetting baby**
- **28-pc. set—wood cradle with blanket, pillow, pad**

$4.79 15-I

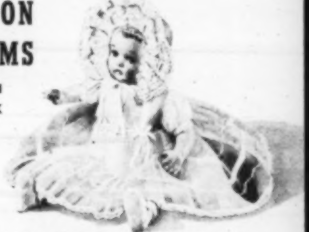
Lay her in the sturdy maple finish wood cradle—her eyes are open wide! Slowly rock the cradle—her eyes ge sleepy—and finally close. Dress her in the cute lace-trimmed dress an bonnet. Layette includes a dress—bonnet—slip—2 extra diapers— clothes pins—4 safety pins—cotton shirt—bib—pair bootees—sponge— rubber pants. Doll wears flannelette nightie—diaper. Attractive hing cover box.

11-Inch Doll Outfit. Cradle measures 13⅝-in. long, 6⅝-in. high. Shpg. wt., 4 lbs.
49 V 3564....................$2.79

15-Inch Doll Set. Cradle measure 16½-in. long, 8⅝-in. high. Shp wt., 6 lbs. 8 oz.
79 V 3584....................$4.7

BUY OUR FINEST BABY DOLLS ON EASY TERMS

SEE PAGE B IN CENTER OF BOOK

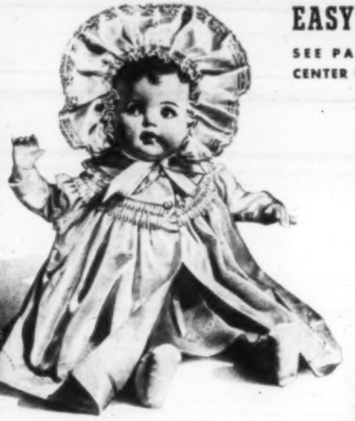


Small, But Oh, So Huggable and Beautiful!

$1.98
- **Glass-like sleeping eyes** • **Long lashes** • **Crying voic**

Dress is extra full cut pleated organdy with rows and rows o fine Val lace and little organdy puffed sleeves. Both the bonne and dress are trimmed with ribbon rosettes. Bonnet has wid hemstitched double shirred organdy ruffle. She wears a lace-trimme organdy slip and rubber panties. Rayon socks—white bootees.

49 V 3170—16-Inch Baby Doll. Shpg. wt., 2 lbs. 12 oz............$1.9



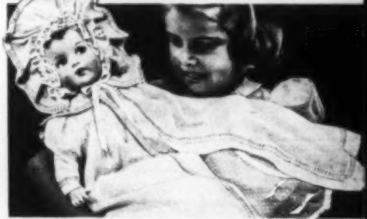
A Gorgeous Vision of Loveliness

$2.98
- **Rolling, flirting expressive glass-like sleeping eyes with long luxurious lashes**
- **Dark shadowed eyes** • **Soft kapok stuffed**
- **Rayon taffeta coat and bonnet** • **She sleeps, cries**

She's pretty as a picture—this big, rosy-cheeked baby with her coat and bonnet of lustrous pink rayon taffeta! Just imagine having her for your very own on Christmas morning! The coat is full cut and flared with daintily shirred yoke and real pearl buttons. Wide collar is edged with fine Val lace just like the coats you see in very fine children's shops.

The bonnet has a double ruffle that frames her face—edged with Val lace, and tied with wide silk ribbon under her chin. Underneath, she wears an embroidery-edged pleated dress of sheer organdy with lace trim—lace-trimmed slip—rubber pants—rayon socks and white tied bootees. She is truly the finest quality deluxe baby! Full composition turning head with adorable baby face. She'll roll her eyes and flirt with you, too. She's 20 inches high—big as a real baby. Sold by mail only at Sears. . . . true value and quality only Sears could offer. Shipping weight, 3 pounds.

49 V 3171—20-Inch Deluxe Baby Doll....................$2.98



Our Finest Long Dress Style Baby Doll

$3.98
- **She's 18 in. tall . . . Deluxe in every sense of the word**
- **Flirty glass-like sleeping eyes—long lashes**
- **Gorgeous long coat and bonnet of real pink silk crepe-de chine** • **Crying voice**

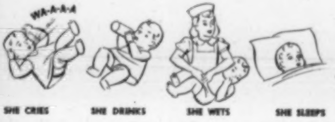
One of the finest dolls we've ever offered! Her long white dress is of sheeres organdy—lace trimmed. Long slip—rubber pants—ribbon tied bootee Full composition turning head, dark shadowed eyes. First quality inside tie arms and legs. Shipping weight, 2 pounds 8 ounces.

49 V 3172—18-Inch DeLuxe Baby Doll....................$

HEAD YOUR CHRISTMAS LIST WITH

FLIRTING EYE
DRINKING
WETTING

"Ducky" Baby



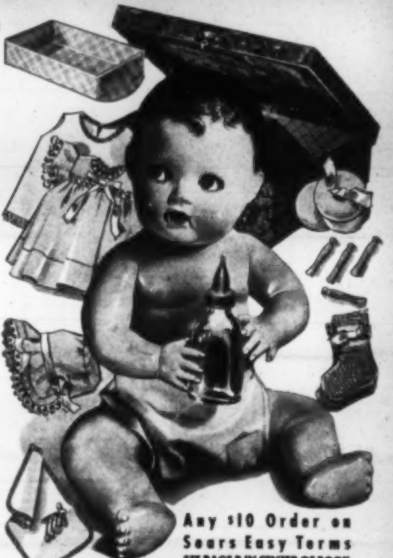
- **First time Flirting Eye "Ducky" Outfit has ever been offered below $2.50.**
- **11-inch "Ducky" rubber doll dressed in diaper.**
- **Snap lock O'nite carrying case alone worth 50c.**
- **Glass nursing bottle—rubber nipple.**
- **17-Piece layette wrapped in cellophane.**
- **Sturdy cardboard cradle.**

$1.79

All little girls know lovable "Ducky"—the doll who drinks her bottle—ets her diaper—and is such fun to play with! This year she comes with a big 17-piece layette of lovely lacy clothes and all the things she needs to keep her cute and comfortable. Besides this, there's a sturdy cardboard cradle—and her own special carrying case! And it all actually costs no more than the former price of the doll alone. "Ducky" is made of soft rubber with cute, painted baby-like features—Famous Flirty Magic sleeping eyes—and jointed arms and legs. Her layette consists of a printed dot organdy dress with lace ruffles and ribbon bow—lace-trimmed slip—ribbon tied organdy bonnet to match the dress—extra diaper—4 safety pins—pair of cute knit bootees—three powder puffs—and four clothespins. There's a metal snap lock hinge cover cardboard carrying case to carry "Ducky" and her clothes; measures 11⅝ by 11⅝ by 3½ inches. She'll take her nap in the sturdy cardboard 11¼-in. cradle.

11-Inch Ducky Doll, with 20-Piece Outfit
Shipping weight, 2 lbs. 8 oz.
9 V 3360..................$1.79

11-Inch Ducky Doll Only
With diaper, bottle and nipple.
Shipping weight, 1 lb. 2 oz.
49 V 2918..................98c



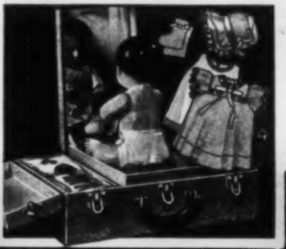
Any $10 Order on Sears Easy Terms
SEE PAGE 8 IN CENTER OF BOOK

"Ducky" Doll with 15-Pc. Layette in New Mirror Case

• Case Alone Worth $1.50 • She drinks • She wets
• She has hard rubber head • Sleeping eyes

$2.98

Now "Ducky" can travel in style! Her o'nite cardboard carrying case has 3 metal snap locks—simulated leather handle—and a smart combination mirror top. Case measures 16⅝x12x5⅝ in. Her layette includes a lace-trimmed organdy dress with ribbon bow—organdy bonnet to match dress—two diapers—safety pins—clothespins—a pair of bootees—and a lace-trimmed slip. "Ducky" is made of rubber—wears diaper—and is snuggled in a 15x10-inch cotton blanket. Bottle and rubber nipple included.
9 V 3561—11-in. Doll with 15-Pc. Layette and Case. Shpg. wt., 5 lbs..........**$2.98**



irst Baby with "Music Box" Case

$2.98

urn the knob (to wind the music ox) and it plays "Rock-a-Bye aby"! Snap open the locks and ere's a 14-in., moving eye, cotton stuffed aby. Composition head, arms. Organdy dress nd bonnet. Slip, rubber pants, bootees. Porble radio style cardboard case is 14½x7x6 in.
9 V 3124—Shpg. wt., 2 lbs. 12 oz......**$2.98**

Non-Wetting Rubber Dolls

44c 69c

Favorites with little girls! They're flesh-pink, rubber, 11-in. babies with soft heads, inside jointed arms and legs. No diaper. For clothes order layette at right. Shpg. wt., 1 lb. 2 oz.

Painted Eyes
49 V 2911......44c

Sleeping Eyes
49 V 2912......69c

Dolly's 12-Piece Layette

• Fits 11 to 13-inch Dolls

21c

Dainty baby clothes for your very youngest dolly and you'll save at Sears price. Layette includes lacy organdy dress—slip—ruffled ribbon tied bonnet—tape edged flannel diaper—stomach band—cotton socks—bootees and safety pins.
49 V 3533—Shpg. wt., 10 oz..........**21c**

Wardrobe Doll

18 INCHES TALL—5 CHANGES

$1.98

- **Sleeping eyes, lashes.**
- **Crying voice—tiny teeth and tongue.**
- **Five long finger curls.**

Doll alone worth $2.00! She's lovely as a fairy tale princess—and look at her clothes! Dainty organdy ruffled dress and ribbon tied bonnet—slip—undies—rayon socks—shoes. On cool days she'll wear the cute pique **coat and hat;** she'll lounge in the smart **hostess gown;** she'll nap in the cuddly flannelette **nightie.** There's even a **rubber raincoat and cap** for stormy weather. Soft cotton stuffed body—composition head—human hair curls—inside washer jointed arms—tied slim legs. Shipping weight, 2 pounds.

49 V 3075—Complete..............**$1.98**

95c

Curly Head 18-inch Doll

EASILY A $1.50 VALUE

• She sleeps **• She cries** **• Curly human hai**

Big bright eyes with long lashes—and an adorable smil that shows tiny teeth and tongue! Real human hair wig that's curled in the latest little-girl fashion an sewed to strong cloth foundation! Curly Head know how to dress, too! She's wearing one of the smart ne suspender style frocks—dotted organdy bonnet—whit undies—socks—and tied shoes. Soft cotton stuffe body, composition head, inside jointed arms, tied leg Shipping weight, 1 pound 12 ounces.

49 V 3025—18-Inch Doll..............................95

Buy Her the Doll of Her Choice
PAY LATER:
See Page 8 in Center of Book

$1.98

"Rosalie"—Teen-Age Doll

- **Shadowed sleeping glass-like eyes.**
- **Turning, tilting head.** • **Long lashes.**

"Rosalie" is 18 in. tall and just the right age to wear grownup clothes! For her Christmas morning debut, she chooses a swing style dress and red felt hat. White undies, lacy slip—socks—tied buckle shoes. Slim, all composition doll—human hair ringlet wig—inside jointed arms and legs.

49 V 3326—Shpg. wt., 1 lb. 12 oz. . . . **$1.98**

$1.98

Dream Girl in Blue

- **22-Inch human hair doll.** • **Cries.**
- **Pretty long lashed eyes that sleep.**

Button her snugly into her stylish rayon coat—cock her pert felt hat at an angle—and she's ready for a ride in her go-cart or a trip to town. Dressed in striped dress—white undies—socks—tied buckle shoes. Human hair ringlet wig. Composition head—cotton stuffed body.

49 V 3083—Shpg. wt., 2 lbs. 8 oz. . . . **$1.98**

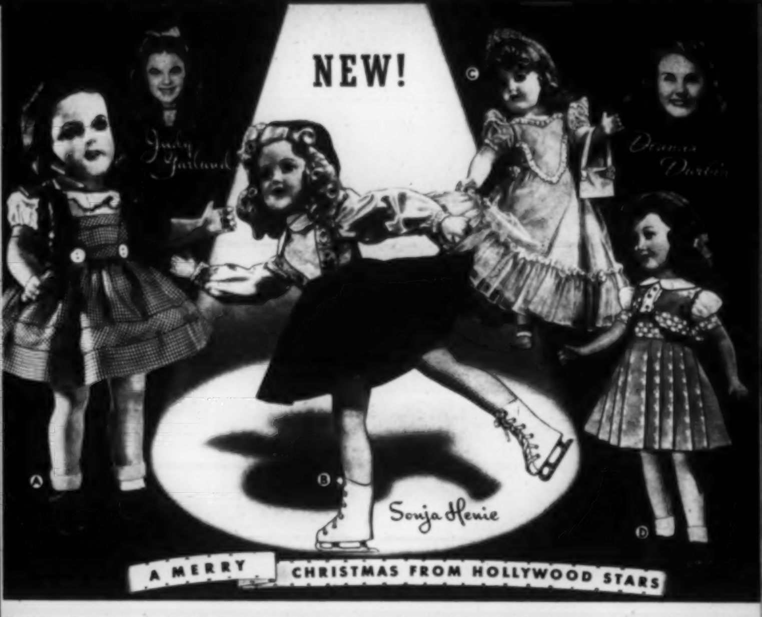
Specially Priced 18-inch Doll

- **She sleeps, cries.** • **Has long lashes.**
- **Beautiful human hair ringlet wig.**

$1.49

Who says a doll can't be in style! This youngster's dress is crisp, fine organdy with shirred ruffles—ruffled bonnet—slip and undie —socks—and white tied shoes. Comb her hair an recurl it again and again—it's sewed to a stron cloth foundation. Soft cotton stuffed body—com position head—dainty open rosebud mouth—tin teeth and tongue—inside jointed arms.

49 V 3001—Shpg. wt., 2 lbs.....................**$1.4**



BUY SEARS FINEST DOLLS ON EASY TERMS

SEE PAGE 8 IN CENTER OF BOOK

Hollywood's darlings for your very own! Cute Judy Garland, singing star of M.G.M.'s "Wizard of Oz" — Sonja Henie, the skating glamour girl — winsome Deanna Durbin, Hollywood's sweetheart (you saw her in "Three Smart Girls Grow Up") — lovely Cinderella, one of your own fairy tale favorites! All deluxe quality dolls with real hair—full composition bodies—long-lashed, sleeping eyes. Sold by mail only at Sears.

Judy Garland

$2.79 Ⓐ 14-in. Size. Dressed in costume she wears as "Dorothy" in "Wizard of Oz"! Composition head, modeled to look like Judy. Rayon print dress. Auburn curls are real human hair—jointed arms, legs.

49 V 3336—14-Inch Doll. Shpg. wt., 1 lb. 8 oz. **$2.79**

49 V 3337—18-Inch Doll. Shpg. wt., 2 lbs. 8 oz. **$4.79**

Sonja Henie

$2.79 Ⓑ 13-in. Size. She wears real figure-skating skates. Flared velveteen skirt—cap—undies — panties — white imitation leather shoe skates. Blonde human hair wig. Glass-like sleeping eyes.

49 V 3327—13-Inch Doll Shpg. wt., 1 lb. 8 oz. **$2.79**

49 V 3328—18-Inch Doll Shpg. wt., 3 lbs. 8 oz. **4.69**

Cinderella

$2.98 Ⓒ The loveliest fairy-tale princess—dressed for the ball! Her gown is celanese rayon with stiffened rayon slip—lace-trimmed panties—socks—silver color snap shoes—metal coronet—rayon purse, net hankie. Composition body—rolling, sleeping glass-like eyes.

49 V 3325—13½-Inch Doll Shpg. wt., 1 lb. 4 oz. **$2.98**

Deanna Durbin

$2.98 Ⓓ 14-in. Size. New flexible jointed composition bodies. Offered only by Sears. Pleated dress with flared skirt and bolero—slip and undies—socks—jitterbug shoes. Deanna Durbin photo included.

49 V 3331—14-Inch Doll Shpg. wt., 1 lb. 8 oz. **$2.98**

49 V 3332—21-Inch Doll Shpg. wt., 2 lbs. 8 oz. **4.98**

Mortimer Snerd

95c

Let Mortimer be your mascot! He's the doll of a thousand poses! Bend him any way, he'll take any acrobatic or comical pose. Composition head and hands. Wood body and feet. Brown felt coat, pants, shirt, tie. Height, 13 in. Shipping weight, 1 pound.

49 V 3535. . . . **95c**

Disney's Pinocchio

95c

Chubby-cheeked, long nose doll—flexible jointed body bends into many poses. Dressed in colorful painted suit—velveteen bow tie. Felt cap with feather. Composition head, gaily painted face. Height, 11 inches. Shipping weight, 1 pound.

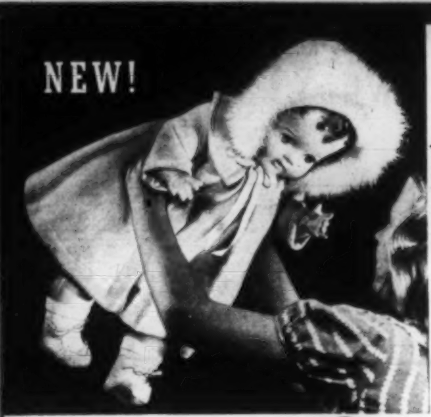
49 V 3536. . **95c**

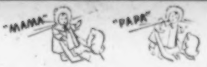
Baby Snooks

95c

Saucy imp of the "Good News" radio program! Wood body, composition head—flexible metal arms, legs. She'll do the splits and many other tricks. Wears print dress and long pantaloons. 12½ inches high. Shpg. wt., 1 lb.

49 V 3528. . **95c**





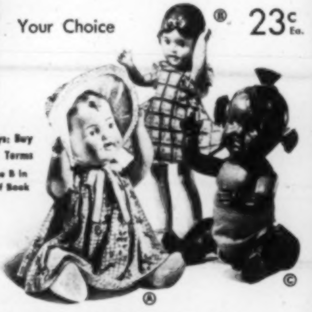
First to Say "Papa" and "Mama"

←$1⁹⁸
- Mama, Papa voice
- Sleeping eyes
- Coat and bonnet of Esmond blanket cloth
- Composition turning head—arms—legs

Now Daddy gets a break for this little darling says "Papa" as well as "Mama" depending on how you hold her. One of the sweetest, cuddliest babies we've seen—20 inches tall with soft cotton stuffed body, just the right size to hold in your arms. Her coat and bonnet are pink, genuine Esmond cotton blanket cloth. Bonnet is trimmed with rayon pile plush and tied with sil ribbon ties. Underneath she wears a white organdy dress—slip— and rubber panties. Rayon socks—bootees. Shpg. wt., 3 lbs.

49 V 3120—20-inch "Papa"-"Mama" Doll $1.9

Your Choice 23c Ea.



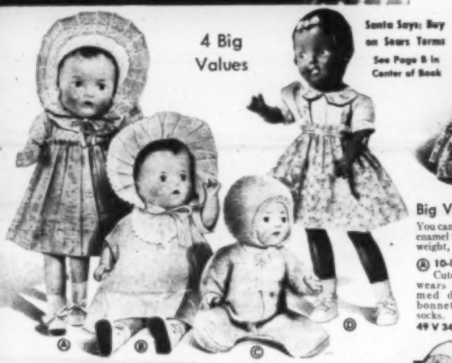
Big Values . . . All Composition Dolls

You can buy a whole family of dolls when the price is this low! Spraye enamel finish. Inside jointed arms and legs. Painted eyes. Shippin weight, Topsy and baby, 8 oz.; girl, 10 oz.

Ⓐ **10-In. Baby** Cute little tyke wears lace-trimmed dress and bonnet; diaper, socks.
49 V 3414. . . **23c**

Ⓑ **12-In. Girl** Swing style dress, organdy collar. Undies, socks, shoes. Painted bow.
49 V 3416. . . **23c**

Ⓒ **10-In. Topsy** Brown color Dressed in diaper two pins, 3 cut little pigtails tie with ribbon.
49 V 3415. . . **23**



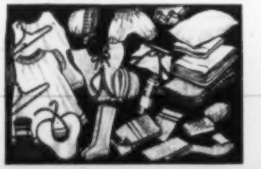
Larger Dolls . . . Daintily Dressed

Ⓐ **Fashion Lady.** She sleeps—she cries! Wears suspender style dress — bonnet — undies — socks — shoes. Stuffed body—composition head, arms, legs. Shpg. wt., 1 lb.
49 V 3419—16-inch Doll. **59c**

Ⓑ **Cuddly Baby.** Sleeping eyes! Inside jointed arms—tied baby legs. Cotton stuffed baby in lacy organdy dress—bonnet. Undies—socks—shoes. Shpg. wt., 1 lb.
49 V 3417—14-inch Baby. **47c**

Ⓒ **Snug and Warm.** Jack Frost can't nip this youngster! She's dressed in a brushed angora wool suit and cap. All composition doll. Painted eyes. Shpg. wt., 12 oz.
49 V 3418—12-inch Baby. **47c**

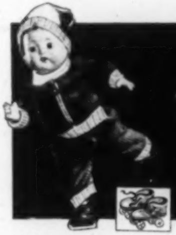
Ⓓ **Dressed Topsy.** She wears a print frock with pique blouse—undies—socks—shoes. Composition body, brown color. Turning head. Painted eyes. Shpg. wt., 1 lb. 8 oz.
49 V 3420—17-inch Doll. **47c**



23-Pc. Layette

98c Includes everything you need to bathe, powder, and dress your baby doll! Won't she be happy when wearing her lacy dress, bonnet, slip, bootees, etc. Fits 10½ to 19½-inch dolls. **Be sure to state height of doll.** Shipping weight, 1 pound 8 ounces.

49 V 3570. . . . . **98c**

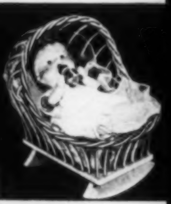


12½-In. Skating Boy

98c
- Complete with two pairs of shoe skates
- Moving eyes

Roller skates for summer—ice skates for winter! Ski suit is narrow wale corduroy. Pants and zip front blouse—ski cap—socks. All composition doll—jointed arms and legs. Shpg. wt., 1 lb. 4 oz.

49 V 3304—Skating Boy . . **98c**



"Drinks-N-Wets" Doll

98c
- Cradle included
- Complete with bot- tle and rubber nippl

She drinks her bottle—wets he diaper. 9-inch all compositio baby with long white dress, socks and diaper. Cradle is 10 in. high 11 in. long. Organdy covered pad Inside elastic jointed arms an legs. Shpg. wt., 1 lb. 8 oz.

49 V 3530—Doll, Cradle. **9**

MUSIC WHILE YOU PLAY
A

Young Moderns' Steel Rocker 98c
AT ABOUT 25% SAVINGS
Just like the beautiful chair the grownups like so well. Sturdy, extra-strong. It's all steel, and a beauty, too . . . red baked enamel body, ivory frame. 20½ inches high; shaped seat 10½x12 inches, 10½ inches from the floor. 20-gauge auto body steel. One-piece seamless tubular arm rests and frame.
79 V 8511—Shpg. wt., 8 lbs. **Mailable**......... ...98c

Rocking Chair $3.79
MAKES GAY MUSIC
Worth $1.00 More. Music tinkles from this solid maple rocker, exclusive with Sears. And you don't have to wind the music box—the rocking motion creates the music. 21½ in. high; the seat measures 10x11½ in. and is 10 in. from the floor. Shipping weight, 10 pounds.
79 V 8520—Solid Maple in Old Colony Maple Finish. **Mailable**.......... $3.79

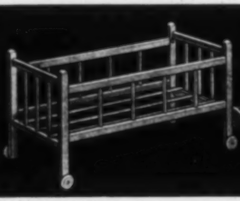
$3 Musical Cradle $1.98
EXCLUSIVELY SEARS
The sandman lures little sleepy-heads to slumberland with a musical cradle that plays a pretty lullaby when it's wound-up. Fine wood. 21⅝ in. long; 12⅜ in. wide; 13 in. high at head end. Bow end front and back. Cute scroll design at foot and head. Wood slat bottom. Shipping weight, 6 pounds. **Mailable.**
79 V 7992—Maple Finish......... $1.98

22-in. Doll High Chair 69c
Hand woven genuine reed back; lift-up toy tray. Wood seat, 5½x7 in. Enameled light green. Shipping weight, 3 lbs. **Mailable.**
79 V 8410.......... 69c

Solid Oak Rocker 98c
REGULAR $1.50 SIZE
Children love their own furniture! Fashioned after the popular rocker that grown-ups like so well. Height 21½ inches; width across arms, 15⅜ inches. Shipped unassembled, but easily put together with four wood pegs and two screws. Shipping weight, 6 pounds.
79 V 8519—Mailable......... ...98c

Hand Woven Fiber $1.29
USUAL $2 SIZE
A rocker for little folks. Height 19⅜ in. Finished in light green with colorful interwoven design in back. Seat, 11¼x10½ in. padded and covered with bright cretonne. 18 in. across arms. Sturdy hardwood dowel uprights metal braces. Mailable.
79 V 8580—Shpg. wt., 9 lbs... $1.29

Best Hand Woven $2.29
WORTH $1 MORE
Larger than usual child's rocker. Well woven of sturdy fiber over hardwood frame, finished in ivory enamel. Padded seat, 12¼x12 in.; covered with gay cretonne, is removable. Four metal braces. Height 22⅜ in. 20 in. across arms. Mailable.
79 V 8597—Shpg. wt., 10 lbs.. $2.29



26-inch Drop Side Crib 98c
AT 30% SAVINGS
Dolly will sleep more soundly when you put her in this adorable ivory enameled wood bassinet. Drop the side down when you tuck her in—then raise it so she won't fall out during the night. The cloth covered cardboard mattress is just right—and you'll find colored beads at the head, just like on a real bassinet! Swivel casters on legs. 26 inches long, 14½ inches wide, 19 inches high. Shipping weight, 6 lbs.
79 V 7941—Mailable.................. 98c

20½-inch Bassinet 47c
AT A BARGAIN PRICE
If you're buying a doll for a lucky little girl, why don't you include this bassinet, too? Makes a wonderful ensemble! Green enameled wood with a three slat wood bottom. Little mothers just love to make their own comforters and sheets and bedding for their doll bassinets, so we purposely eliminated the mattress. 20½ in. long, 10½ in. wide, 11⅜ in. high. 1½ in. wooden wheels.
79 V 7940—Shpg. wt., 2 lbs. **Mailable**.. 47c

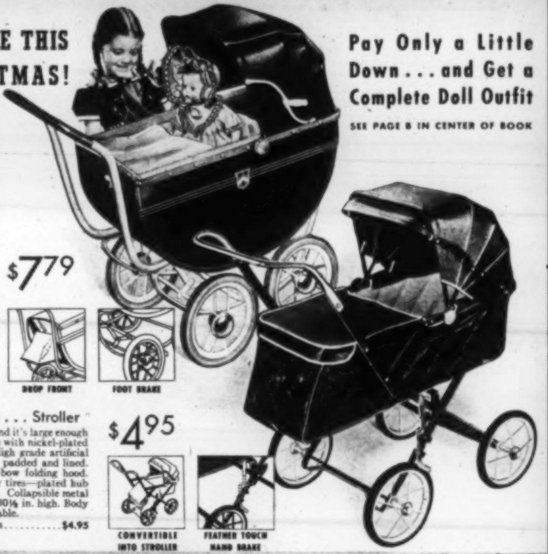
$3.00 Bassinet $1.98
WITH ROOMY DRAWER
Dropside. Beautiful maple finish wood bassinet for her favorite doll. Dolly's sure to doze off to dreamland without any trouble! Look at the cunning roomy drawer that pulls out of the foot of the crib—comes in handy for dolly's nighty and clothes. Cloth covered cardboard mattress. Legs have swivel casters. Length, 30 inches; width, 14¼ inches; height, 19 inches. Shipping weight, 12 pounds. **Mailable.**
79 V 7942.............................. $1.98

STROLL IN STYLE THIS MERRY CHRISTMAS!

SAVE ON PRAMS AND FOLDING DOLL BUGGIES

Pay Only a Little Down . . . and Get a Complete Doll Outfit

SEE PAGE 8 IN CENTER OF BOOK



Our Finest Doll "Pram"

$7.79

It would be hard to find its equal under $10.95! It's large enough for a small baby! English type "pram" with all wood body, padded blue leatherette sides. 5-bow folding hood of leatherette with nickel plated adjusters. Has extension foot end—like a real perambulator. Spring type gear with convenient foot brake. Wood push handle, 29½ in. high. 8-inch wire wheels, ⅝-in. rubber tires. Large nickel-plated hub caps. Body is 24½x11½ inches. **Height to top of hood, 32⅝ in.** Body and hood in a medium blue with colorful design. Undergear and wheels white enamel. Doll not included. Shpg. wt., 27 lbs. Not Mailable.

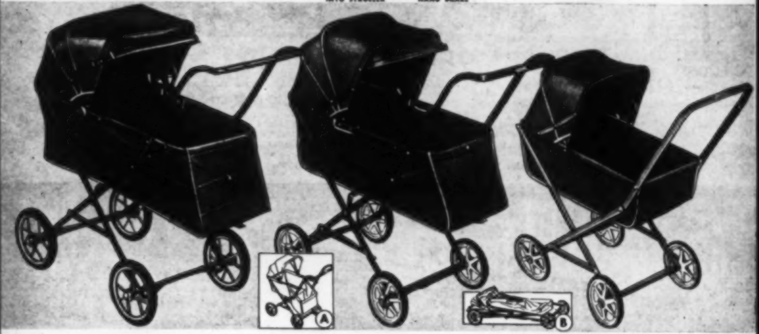
79 VM 8167 . . . . **$7.79**

Best 2-In-1 Folding Buggy . . . Stroller

$4.95

Just Like the Latest Baby Strollers (and it's large enough to hold a real baby). Midnight blue with nickel-plated trim; white binding and wheels. High grade artificial leather body with foot extension is padded and lined. Artificial-leather storm curtain. 5-bow folding hood. 8-in. wire wheels with ⅝-in. rubber tires—plated hub caps. Hand brake with rubber grip. Collapsible metal framework. Plated tubular handle, 30½ in. high. Body is 25 in. long x 12½ in. wide. Mailable.

79 V 8205—Shipping weight, 19 lbs. **$4.95**



Better Folding Buggy

$2.89

- **Save 25%! One of the finest buggies ever offered at this price . . . an amazing value.**
- **Will hold up to 26-inch dolls.**
- **It's a 2-in-1! Collapsible metal frame converts it into a stroller (See A above).**

Body is high grade artificial leather—pearl gray with dark gray trim and white binding. Has foot extension. Bottom is nicely padded and lined. Four-bow folding hood has a visor to shield doll's face from the sun. 6½-in. sturdy, easy rolling wire wheels with ⅝-inch rubber tires and plated metal hub caps. Wood push-handle is 28½ in. high; exactly the right height for "little mothers." Body size, 23x11½ inches, plenty of room for big dollies. Mailable.

79 V 8203—Shipping weight, 12 lbs. . . . **$2.89**

Good Folding Buggy

$1.87

- **Regular $2.50 Value!**
- **Will hold up to 24-inch dolls.**
- **It's cotton covert cloth with collapsible metal frame-work—converts into a stroller. (See A above.)**

You don't have to pay a lot for her doll buggy! This big sturdy convertible proves that. Four-bow folding hood with sun visor to shield dolly's face from the sun folds flat (*B*) when not in use. 5½-inch wheels are steel spoke type, with ½-inch rubber tires and plated metal hub caps. Body and hood are blue with colorful binding. Measures 21x10½ in. Ivory wheels. Metal handle is 27½ inches from floor, just the right height. Shipping weight, 9 pounds. Mailable.

79 V 8202 . . . . **$1.87**

Bargain Folding Buggy

95c

- **Our very lowest price for a doll buggy this size.**
- **Will hold up to 20-inch dolls.**

Just a glance tells you it's a terrific bargain! It's sturdy—made of heavy cotton covert cloth with collapsible steel frame. It has strong steel spoke type rubber-tired wheels—five inches in diameter with ⅝-inch tires. The three-bow folding hood shades the doll's face while she sleeps or rides—folds flat when not in use. See *B* above. Body is 17 inches long and 8½ inches wide. Handle is 24½ inches from the floor. Light brown body and hood are trimmed with gay color binding, like modern big strollers. Tan enameled framework with ivory wheels. Mailable.

79 V 8201—Shipping wt., 5 lbs. **95c**

Include Doll Buggies, Dolls and Everything Dolly Needs on Sears Easy Payments

USUAL $6⁵⁰ VALUE

A BIG SAVING FOR A MERRY CHRISTMAS

Styled, Designed, and Built Like Modern Baby Carriages

$4⁵⁹

- **New 16-spoke Artillery Type Steel Wheels—one-piece construction, will not pull apart.**
- **Large, Deep Body; Size 20⅝x10½x10¾ inches. Woven-in design all around carriage.**
- **New, Roomy Hood with Wood Dowel Frame, Military Roll Front . . . . 30¼ Inches High.**
- **Full Length Hand Brake Grips Wheels, Holds Buggy Securely (twice as expensive as the ordinary foot brake).**
- **Holds any doll up to 25 Inches.**

Little lady, your carriage 'waits! Take Dolly out for her morning airing in this smartest-of-all carriages—she'll have the time of her young life . . . and so will you! It's easy-riding; takes the bumps as smoothly as a new automobile. Have Mother and Daddy check over each of its special features. That's really the best way to prove its superiority—to show them what a really **big** value this carriage is!

The hood is made like those on expensive baby carriages—of half-round narrow fiber woven over a wood dowel frame. Hood easily adjusted by large hand wheels; cute windows are edged in nickel. The body also is woven of narrow half-round fiber; 20⅝ inches long, 10½ inches wide and extra deep. Reclining back—quite necessary for Dolly's beauty sleep. 30¼ inches high to top of hood; and the securely braced rubber push-bar handle is 25⅝ in. from the floor. New 7½-inch wheels, ⁵⁄₁₆-inch rubber tires; large nickel plated hub caps. Doll not included. Mailable. Shpg. wt., 14 lbs.

79 V 8166—New Peach-Pink Enamel with Ivory trim............ **$4.59**

79V8165—Medium Tan Enamel with Ivory trim............ **$4.59**

Bargain Priced Carriage

$1⁷⁹

- **Actually worth $2.50.**
- **New artillery-type strong metal wheels, rubber tires.**
- **Holds an 18-inch doll.**
- **Hood has wood dowel frame—a very superior construction,**

Here's a buggy to give Dolly a real thrill—smooth sailing every time you take her out. Top of the 17x8-in. body is bound in metal; body is woven of narrow flat fiber. Adjustable hood has windows and very superior construction—woven of narrow flat fiber over a wood dowel frame. Height to top of hood, 22⅝ in.; height to the rubber grip handle, 22⅝ in. New 6-in. artillery steel wheels, ¼-in. rubber tires. Tan enamel, black and white trim. Mailable.

79 V 8162—Shpg. wt., 7 lbs............ **$1.79**

Better Fibre Carriage

$2⁷⁹

- **New 6½-in. artillery type steel wheels . . . 12 spokes.**
- **Holds a 22-inch doll.**
- **Fancy woven-in design.**
- **Hood has wood dowel frame, a superior type of construction. A $4 value.**

Lucky the Dolly who rides in this streamlined carriage every day . . . it's a real treat! Reclining back allows Dolly to sit up or relax. The 18⅜x9¼-inch narrow flat fiber body is bound with metal. A gay design is woven in the sides. Adjustable hood is woven of narrow flat fiber over wood dowel frame. Open streamlined windows. Height to top of hood, 25 inches, to rubber push handle, 24½ inches. Med. gray enamel, white and blue trim. Mailable.

79 V 8163—Shipping weight, 10 lbs..... **$2.79**

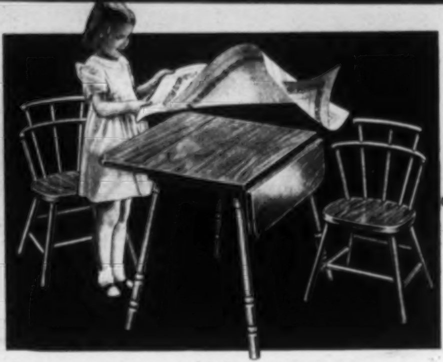
Half Round Fiber—Usually $5

$3⁷⁹

- **NEW 16-Spoke artillery Steel Wheels.**
- **Holds a 23-Inch Doll.**
- **Handy Foot Brake.**
- **Both Body and Hood of Half-Round Fiber with Woven-in Design on both.**

One of Santa's nicest and Sears have priced it exceptionally low. New modern hood is adjustable . . . woven of half-round fiber with a pretty design interwoven through the center. Windows, too. The top of the 19⅜x9½-in. body is bound with metal to make it extra sturdy; reclining back. Height to top of hood, 26½ in.; to rubber push handle, 24⅝ in. **New** 7-inch steel wheels, ⁵⁄₁₆-in. rubber tires. Handy foot brake. Buff enamel, ivory trim. Doll not included.

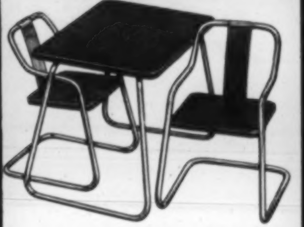
79 V 8164—Mailable. Shpg. wt., 12 lbs.. **$3.79**



Early American . . . A $5.50 Value

$3.89 Even very young housekeepers know that Early American furniture is all the rage! This sturdy hardwood set has the new double bow back chairs—the type you might expect to see in colonial Williamsburg. Quaint worn-edge effect on table top. Early American maple finish. Table top is firm, solid, and extra large size. Measures 20x25 in., 20 inches high. Chairs 20 inches high with 11x10-inch seat. Table cloth not included.

79 V 8521—Shipping weight, 25 pounds. Mailable. Table and 2 Chairs............$3.89



Modern Style Tubular Sets

$2.89 Med. Size

$4.48 Large Size

Now even the youngsters can "go modern!" These tubular table and chair sets are up-to-date! Strong! Low priced! Understructure of seamless metal tubing (not cheaper butted tubing). Chairs have comfortable tubular arm rests. Hardwood table top and chair seats in maple finish; metal parts are green enameled. A grand Christmas gift for the nursery. Mailable.

Medium Size

Large table top, 20x14 inches, 17 inches high. Chair seats, 8½x9½ inches. Shpg. wt., 20 lbs.

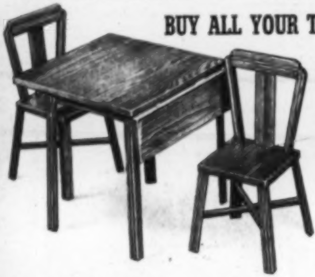
79 V 8566-3-Pc. Set.$2.89

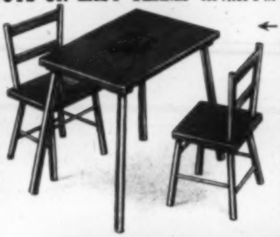
Large Size

Extra large table top, 24x18 in., 19½ in. high. Chair seats, 11½x10 inches. Shpg. wt., 25 lbs.

79 V 8567-3-Pc. Set $4.48

BUY ALL YOUR TOYS ON EASY TERMS SEE PAGE 8 IN CENTER OF BOOK





← Bargain Set Large Size

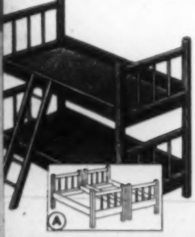
$1.59 Youngsters will love the gay red table with its cute Scotty design—and you'll make a substantial saving on the set! Three pieces finished in red enamel. Ladder back chairs. Sturdily constructed. 13x19-in. table top, stands 17 in. high. Chairs have 9x8-in. seats; ht. overall 17¾ in. Shipping weight, 8 pounds. Mailable.

79 V 8516—Table and 2 Chairs..............$1.59

New! Solid Oak Drop Leaf Set

$2.79 **Easily a $4.00 value!** Husky solid oak pieces (not ordinary soft pine) built to stand the wear of hard play. Drop leaf table has ribbed legs; measures 24x19 in., 18¼ in. high. Chairs of new design with panel back and ribbed side arms; seat measures 9x9 in.; overall, 20½ in. high. Natural finish. Mailable.

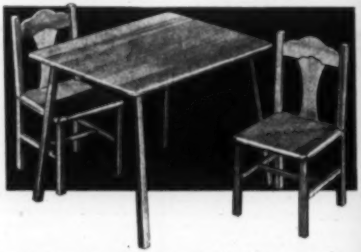
79 V 8517—Table and 2 Chairs. Shpg. wt., 20 lbs.........$2.79



Double Decker Bunk Beds

$1.00 Here's something new for dolls! Double decker bunk beds—just like real ones! And they can be used as twin beds, too. (See A at left.) Measures 22x10½ inches; 18¼ inches high as double decker. Two cloth covered cardboard mattresses included. Also 14-inch wooden ladder. Solid wood side rails and ends. Maple finish. Shipping weight, 6 pounds. Mailable.

79 V 7943—Complete Outfit $1.00



3-Pc. Unpainted Hardwood Set . . . $4.50 Value

$2.89 3-Pc. Made like furniture for "grown-ups"! Table top is solid wood, back post of chairs is one piece. Design is new, too. All pieces have tapered hardwood legs, each fitted with metal furniture glide. Table top measures 20x26 inches, 19½ inches high. Chair seats are 11x11 inches. Height overall, 21¼ inches. Shipping weight, 20 pounds.

79 V 8514—Table and 2 Chairs. Mailable........................$2.89

79 V 8515—2 Unpainted Chairs Only. Shpg. wt., 8 lbs........... 1.89

A COUNTRY ESTATE FOR DOLLY'S MERRY CHRISTMAS

Include with Your Easy Terms Order

Deluxe Colonial Estate!

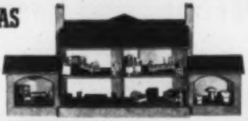
$1.98

A FOUR STAR FEATURE BECAUSE . . .

- **Designed exclusively for Sears.**
- **$3.00 value elsewhere.**
- **7-room house, 35½x14½x16 in. with fence, garage, greenhouse, and garden.**
- **45-piece metal furniture and accessories set to furnish the 7 rooms.**

You've never seen such a doll's house! Georgian colonial like the old Southern plantation houses, and the most luxurious home a family of dolls could wish for. **Made of fiber board** painted red brick with the traditional white columns and printed green tile roof. Open at the back so you can arrange the furniture. Windows have green shutters and windows at each end have awnings. Fence is red brick in front with a picket fence on the garden side. (Fence is 47½ in. long and 32 in. deep.) There's even a garden, garage, greenhouse and 45 pieces furniture. Lock and tuck feature makes it easy to assemble.

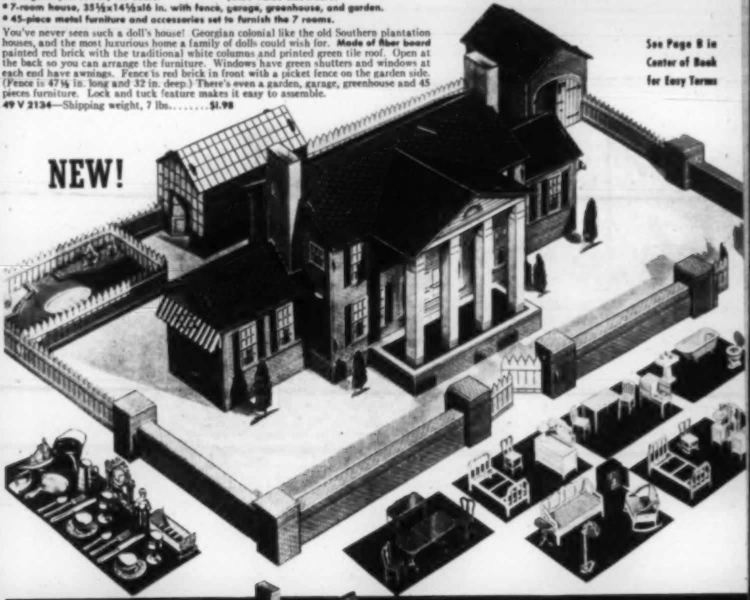
49 V 2134—Shipping weight, 7 lbs. **$1.98**

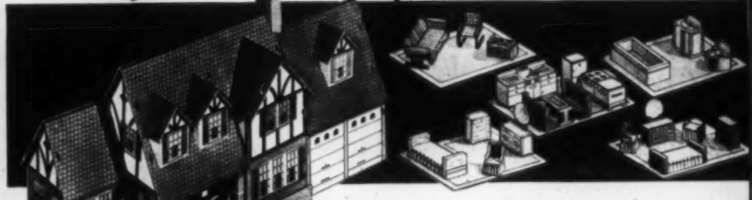


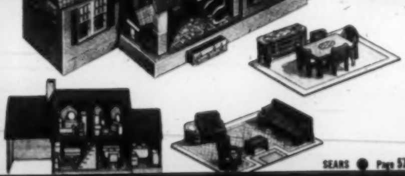
OPEN BACK

See Page 8 in Center of Book for Easy Terms

NEW!







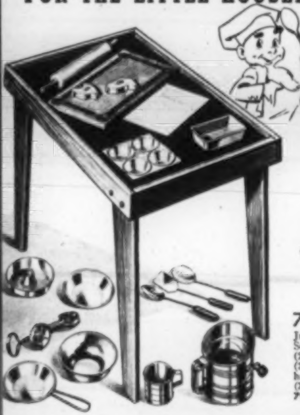
7-ROOM HOUSE, 63 PCS. FURNITURE

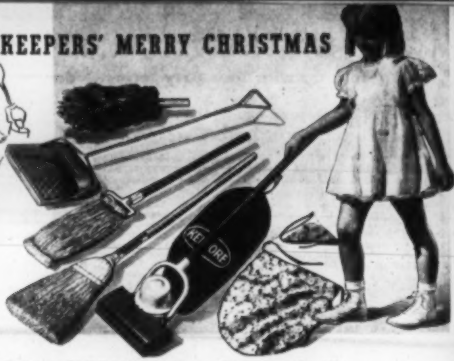
79c

Big 7-Room English type house, 31¼x16½x12 in. to delight the heart of any little girl! Red brick and stucco effect walls—green tile effect roof. Windows with green blinds. Stairway and fireplace. Sturdy fiber board. Easy to assemble. No cutting, pasting, nails, or screws. Brightly colored furniture. 8-pc. living room, 5-pc. dining room, 3-pc. kitchen, two 6-pc. bedrooms, 3-pc. bathroom, 3-pc. breakfast nook, 3-pc. front porch, pictures, lamps, etc. Open back so that you can arrange furniture. Shipping weight, 3 pounds 12 ounces.

49 V 2133—Doll House and Furniture. **79c**

FOR THE LITTLE HOUSEKEEPERS' MERRY CHRISTMAS





7-Piece $1.25 Value House Cleaning Outfit

Just the right size. Be a real "Mother's helper"—with your very own outfit! Set includes (1) **Toy Kenmore vacuum cleaner,** revolving brush, sateen bag, (2) **24-inch wringer style wet mop** (twist metal grip to wring); wood handle, (3) **8-inch cotton yarn duster,** (4) **32-inch broom-corn broom,** enameled wood handle, (5) **Enameled steel dust pan,** long handle, (6) **Printed cotton apron,** (7) **Matching dust cap.**

7-Pc. OUTFIT 89c

79 V 6498—7-Piece Cleaning Set. Shipping weight, 4 pounds..........

Table, 17-Pc. Pastry Set

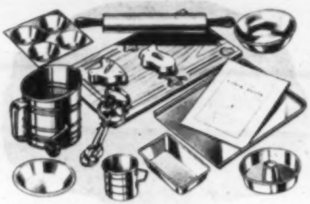
~~$1.50~~ VALUE 95c

Now you can bake your own "yummy" cookies and cakes for your little tea parties. **Flour-sifter, egg beater, and rolling pin** all with **bright red handles.** An honest-to-goodness **cook book** with many recipes. Also an aluminum measuring cup, bread board, pie tin, muffin pan, mixing bowl, frying pan, cake turner, mixing spoon, skimmer, angel food pan, bread pan and 2 cookie cutters. Just the right height for little legs (18½ inches). **Sturdy 19¼x12½-inch work table** made of smooth unfinished wood; rounded edges; non-warping, pressed wood top. Just the table for little cooks. Easy to assemble.

79 V 1965—Set. Shipping weight, 7 pounds. 95c

Furnish Her "Kitchen" Complete. Include These Toys on Your Easy Terms Order

SEE PAGE 8 IN CENTER OF BOOK

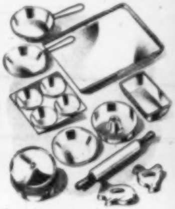


Pastry Set—14 Big Pieces

53c

Not the small size pieces usually found at this price! Real cook book. Flour sifter, aluminum measuring cup, egg beater, rolling pin, each with red handle. Bread board, muffin pan, pie plate, bread pan, cookie sheet, tube cake pan, mixing bowl, 2 cookie cutters. You can bake 'most anything with this very complete set.

49 V 1966—Shpg. wt., 2 lbs.......... 53c

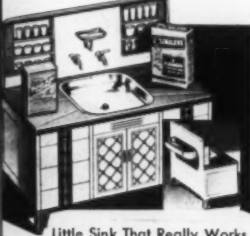


Toy Bake Set

23c

Bargain! 7¼-inch metal cookie sheet and 11 other handy little pieces. Make your own refreshments when you play hostess . . . cookies, little cakes and muffins and even tiny pies.

49 V 1964—Shpg. wt., 1 lb. 2 oz. 23c

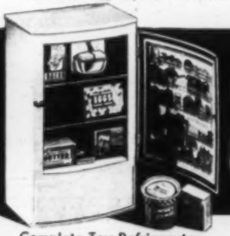


Little Sink That Really Works

89c

Real metal kitchen sink, lithographed in red, ivory and green. Two faucets to turn on and off. Water runs from reservoir in back of sink. Rubber stopper, soap dish, soap, one filled and one play box of cleaning powder. Size, 10⅝x9⅝x5½ inches.

49 V 2109—Shpg. wt., 2 lbs. 12 oz.......89c

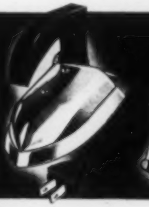


Complete Toy Refrigerator

89c

13½ in. high, 8 in. wide, 5⅝ in. deep. White enameled outside with catch lock on door. Inside of door lithographed in five colors to represent vegetables, cheese, and other foods. Ice cube tray has 6 movable imitation ice cubes. 7 dummy food packages.

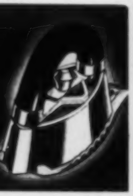
49 V 2108—Shpg. wt., 2 lbs. 12 oz.......89c



Electric Iron

Streamlined. Approved by Underwriters. Chrome plated. Black enameled handle. 80-Watt. For 110-volt A.C. or D.C. 5⅝ in. long, 3⅝ in. high.

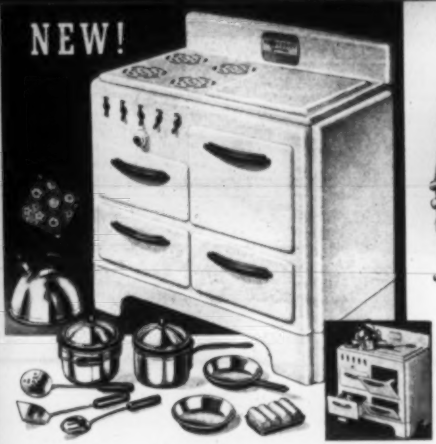
49 V 1787—Shpg. wt., 2 lbs. 3 oz....85c

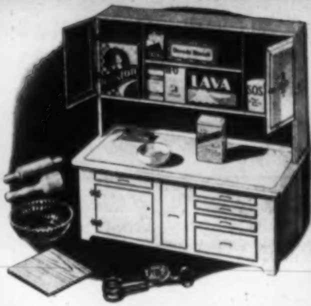


Sad Iron

Mrs. Potts style. Cast iron. 4⅝ in. long. With stand. Detachable enamel handle. Sure to make her happy!

49 V 1788—Shpg. wt., 1 lb. 8 oz....39c





Toy Kitchen Cabinet—6 Utensils

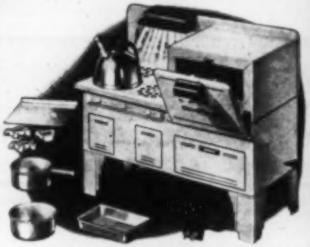
95c Steel cabinet colored in red, ivory and white. Has hinged doors. Play-packages of foods. Size 14x7x13½ in. high. Slide off the cabinet, you have an enameled-top kitchen table. Includes glass mixing-bowl, egg-beater, rolling pin, bread board, chopping bowl, and potato masher.

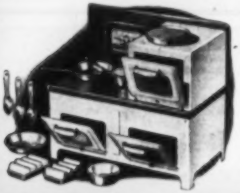
79 V 2070—Shipping weight, 5 pounds............**95c**

Prosperity Play Stove and 10 Utensils

$1.98 A play stove patterned after our famous Prosperity range! Designed for little girls whose mothers would prefer they have a non-electric stove. It's all heavy steel with gleaming white enamel finish and red trim. Five jet handles—and burners are tinged with red to look like heat. There's a pullout drawer for storing pots and pans, and two regular opening oven doors. Utensils include aluminum saucepan with cover, aluminum preserving kettle with cover, and aluminum whistling tea-kettle. Pie plate with imitation wood pie, bread pan with wooden loaves, pancake turner, a frying pan, mixing spoon, skimmer, and pot holder. Stove is 14x8½x14½ in. high.

79 V 2089—Stove and Utensils. Shipping weight, 10 pounds....................**$1.98**





Play Stove—10 Utensils

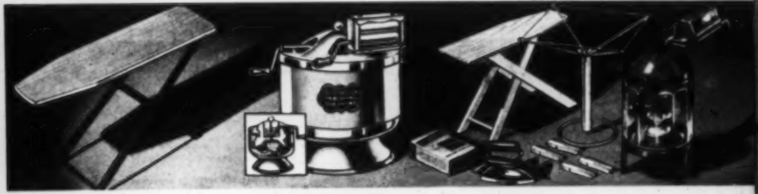
89c **Real-looking toy stove**—and enough pots and pans to prepare dinner for your playmates! Steel with gleaming white enamel finish. Oven door and two doors below that really open and shut. Utensils include 2 stew pans, 2 spoons, 1 skimmer, 2 pie tins with imitation wooden pies, 1 frying pan, 2 bread pans with wooden loaves. Stove is 9½x8¼x5¼ inches. Shpg. wt., 4 lbs. 8 oz.

49 V 2088....................**89c**

Electric Toy Stove—8 Utensils

$1.98 **Approved by Underwriters Laboratories.** Real heat indicator on oven door—and electric light on back panel. Four top burners; one in oven. Three dummy drawers. Utensils include cake pan, whistling teakettle, sauce pan, stew pan, 3 cookie cutters, cookie sheet. Cord, plug for 100-volt AC or DC. Size 11¼x10x5½ in.

79 V 2090—Shpg. wt., 3 lbs. 12 oz...............**$1.98**



Adjustable Ironing-Board

47c "This is the way to iron your clothes!" Sturdy little board adjusts to two heights—20 or 22 inches—for greater ironing comfort. Board is selected, seasoned, natural finish wood. Legs enameled red. Ironing surface is 30x7¾ inches.

79 V 1776—Shpg. wt., 2 lbs. 8 oz........**47c**

Really Washes Clothes

89c She'll want to wash *every day* when she sees this cute washing machine! Enameled wash tub with crank to turn. Rotating vacuum plunger type cups. There's even an adjustable rubber wringer. Washer is 11¼ inches high.

49 V 1710—Shpg. wt., 3 lbs. 8 oz.........**89c**

Quality Laundry Set

98c You may find a larger set—but the pieces are not as nice as these! Includes 10-in. washer with a rubber roller wringer that adjusts three ways. Revolving clothes line, 9½ in. high—4 clothespins—iron—12-in. ironing board and package of wash powder.

79 V 1714—Shpg. wt., 4 lbs.............**98c**

A MERRY CHRISTMAS FOR 4-TO-8-YEAR-OLDS

19-Pc. Sewing Set in Cabinet

49c Just the sewing kit a girl needs to keep her dolly well-dressed. The cabinet's attractive, made of strong, non-warping pressed wood, with a lovely picture on the side. It's roomy—8¼x5⅝x8¼ in. overall. Has hinged lids. In it are 7 dresses—all the latest styles to make your dolly the talk of the town. 5 'kerchiefs for a girl who likes nice things to embroider; a wood embroidery hoop; 3 skeins floss; a package of needles; pair of scissors; thimble. Shipping weight, 1 pound 8 ounces.

49 V 3826—*19-Piece Set and Cabinet*.............. 49c

Play Doctor and Nurse With These Fine Outfits

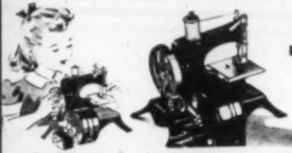
89c If your dolly is sick—better call Doc Big Brother. His black 12x8x3¼-in. medical kit contains 46 pieces—professional glasses (they haven't any lenses), head mirror. A stethoscope, too . . . you really hear heart beats through it. Blood-pressure instrument, fine play watch. Play fever thermometer, 4 bottles of pure candy pills, pill envelopes, fiber spoon, 6 drinking straws. A pencil, record sheets, height and weight charts in doctor's book. Tongue depressors. 2 arm splints, cloth sling, gauze and adhesive bandages, scissors, absorbent cotton, soap, rubber sponge. White rubber apron, cloth cap, armband red cross stamped.

49 V 3857—Complete. Shipping weight, 2 pounds.................................. 89c

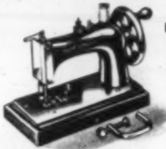
49c **Low-Priced. Kit 8⅛x7⅛x3 in. Not shown**

Contains toy stethoscope (cannot hear through it), 3 bottles candy pills, head mirror, spectacles, play thermometer, pill envelopes, tongue depressors, cotton, bandages, etc.

49 V 3893—Complete. Shipping weight, 1 pound 8 ounces.................................. 49c

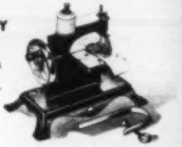


THEY REALLY SEW!



FOR EASY TERMS

SEE PAGE 8 IN CENTER OF BOOK—



Real Electric Sewing Machine

Sew for Dolly. Make things like Mother does. Has speed regulator, motor operates on 110–120-volt Alternating Current only. Has 8-inch steel base. Black with nickel plated trim. Thread and clamp included.

49 V 2002—Shpg. wt., 3 lbs. 12 oz..... **$1.98**

"American Girl" . . . Sears Best!

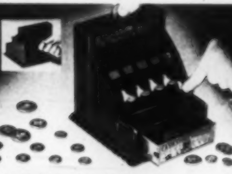
Built in a regular sewing machine factory like Mother's big machine and sews almost as neat a stitch. Tilt-top style; moving parts enclosed. Baked-on enamel, nickel plated trim. Size, 7⅝x6½ inches.

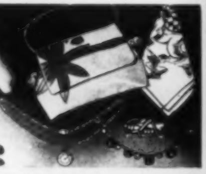
49 V 2004—Shpg. wt., 3 lbs. 8 oz..... **$3.89**

$1.25 Value Sewing Machine

Sew pretty dresses, coats, skirts, blouses, etc. for dolly—she'll love them. Easy-operating, good-looking and low priced! Just the machine for thrifty sewing. Size, 8x7½ in. Clamp included. Made in Germany.

49 V 2006—Shpg. wt., 1 lb. 12 oz....... **98c**





$1.50 Value .... 31-Inch Grocery Store

Let's play store! What fun with all this equipment: Miniature metal scale, order pad, stand of wrapping paper, play phone, play money and many empty miniature packages. Wings close against center. Big 15⅝-in. counter. Built of colorful, sturdy metal.

49 V 6460—Shipping weight, 4 lbs. 6 oz...... **$1.19**

Uncle Sam's Bank, Register

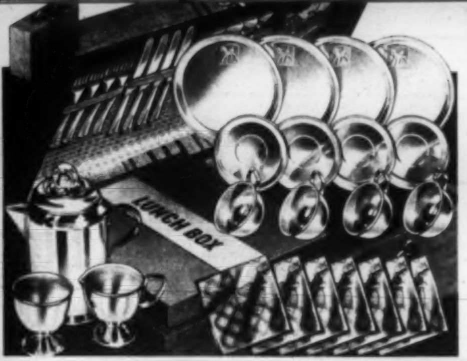
$1.50 value, 2-in-1! Key locked compartment to save your money. Cash register works! Press key, bell rings, drawer opens, flasher shows amount. Enameled steel, 4⅝x4⅝x5⅛ in. Play money.

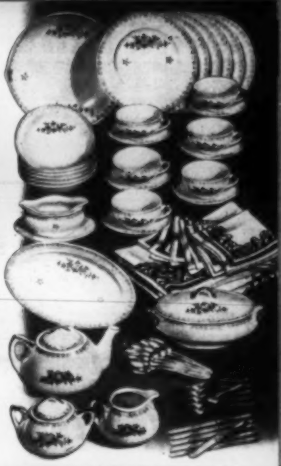
49 V 6494—Shipping wt., 2 lbs...... **98c**

Girls' 5-Pc. Purse Set

For you to be a stunning lady of fashion. Stylish printed cloth purse. Kiddies' pattern cotton hanky, 9 in. sq. Necklace with play watch. Bracelet and novelty pin. Assorted plain and fancy designs.

49 V 6439—Shipping wt., 10 oz.... **29c**





Sears 39-Piece Aluminum Picnic Set with Carrying Case

- **It's Brand New and Exclusive with Sears.**
- **You Would Pay at Least $1.50 Elsewhere.**
- **2-in-1 . . . Use as Picnic Set or Tea Set.**
- **Carry your Dollies in the Attractive Airplane Type Tweed Paper Covered Case.**
- **Case Also Makes an Ideal Overnight Bag.**

98c

What's more fun than a picnic; especially when you have your own picnic case and complete set of dishes and "silverware" to take along. Rust resisting, unbreakable durable aluminum picnic set—complete service for four. The sturdy wood frame case, 12½x7¼x4 in. with leather handle and snap lock, is just the thing for an over-night bag. And you can carry dolls and other toys in it, too. There are strap compartments for knives, forks and spoons in the lid. Real, three-piece glass topped percolator, 4¾ in., with bright red bands. Four plates, 4¼ in.; four cups and saucers, footed sugar and creamer. Four knives, 4¾ in.; four forks, four spoons and eight paper napkins. The big, heavy cardboard lunch box fits right inside the case so you don't have extra packages to carry.

49 V 1872—Complete Picnic Set. Shipping weight, 2 pounds........................98c

Complete 59-Pc. Party Set

- **Tea Set Alone Worth $2.00**
- **34 pcs. of China—Service for 6**
- **18 pc. Cutlery Set**
- **Cotton Tablecloth & 6 napkins**

$1.79

Entertain your little playmates just like mother entertains her guests—with a party set every bit as pretty as "mother's best." Beautiful fine white china with gold stripes, gold border and dainty flower designs. Really looks like expensive dinnerware. 6 cups, 2⅝ in. in diameter, 3⅛ in. including handle; 6 saucers, 3⅝ in.; 6 plates, 5 in. in diameter; 6 cereal dishes, 4½ in.; 1 cake plate, 5⅝ in.; 1 oval platter, 6⅝ in.; 1 gravy boat, 4⅝ in.; 1 large round teapot with cover, 5⅜ in.; 1 round sugar bowl, 4 in.; 1 creamer, 3½ in.

Cutlery Set. 6 knives, 6 forks, 6 spoons, 4 in. long.

Tablecloth and Napkin Set. Blue and white patterned. Tablecloth 28 inches square. 6 napkins, 6x6 in. Shpg. wt., 7 lbs. China and Luncheon set made in Japan. Cutlery made in Germany.

49 V 1602—Complete 59-Piece Set......$1.79

Chest with Cutlery

49c **• Beautiful, well constructed grained wood chest. • 18 pieces of durable aluminum realistic "silverware."**

Lustrous Walnut Finish, rich, purple lining helps keep your "silver" from becoming scratched or tarnished. Partitions are covered with soft red flannel and red flannel loops in the lid hold all the cutlery. Looks just like Mother's outfit. Six knives, six forks, six spoons, each 3¼ inches long.

Have dad or mother look on Page B in the center of book to see how easy it is to include any of these toys with their Easy Payment order. Chest is 8x4½ inches; made in Japan. Cutlery made in Germany. Shipping weight, 12 ounces.

49 V 1957—18 pcs. with case....49c

Only $2 Down Buys $10 to $17 Worth of Gifts

SEE PAGE B IN CENTER OF BOOK

Sturdy 2-in-1 Chest and Seat

Easily worth $2.50. Here's a dandy extra large wood chest and seat combination to store toys when not in use. Maroon cretonne covered, shirred bottom. Size, 24x12x12 in. Slides along the floor on highly polished glides. Shpg. wt., 9 lbs.

79 V 8422—2-in-1 Chest or Seat. Mailable..$1.98

17-Piece China Set

Service for six; 6 cups, 1⅜ in. diameter, including handle 2⅛; 6 saucers, 1⅝ in.; 1 teapot with cover, 4x3 in.; 1 sugar bowl with cover, 2⅜ in.; 1 creamer, 2¼ in. Shpg. wt., 1 lb. 10 oz. Made in Japan.

49 V 1603—17-Pc. China Tea Set......23c

Grill Set with Cutlery

75c Value. 29 pcs., service for 4. 4 knives, forks, spoons. 4 partitioned grill plates, 4¼ in. diam.; 4 cups and saucers; covered teapot; sugar; creamer. China made in Japan, Cutlery in Germany.

49 V 1671—Shpg. wt., 3 lbs. 8 oz....49c

NEW CROP MIXED NUTS

Extra Fancy . . . Select

Mixed nuts—top-quality in size, freshness and taste . . **the cream of the new 1939 crop.** A larger proportion of more expensive nuts gives you more of the nutmeats most folks like best . . . delicious, crisp; full of tender sweetness. Mixture includes Diamond Brand soft shell Walnuts, paper-shell Pecans, select Filberts, Brite Brazil nuts, and thin-shell Almonds.

8 V 7909—1 Pound
Shpg. wt. 1 lb. 4 oz. . 23c

8V7904—5 Pounds
Shpg. wt. 5 lbs. 8 oz. $1.08

8V7919—3 Pounds
Shpg. wt. 3 lbs. 6 oz. 67c

8V07910—10 Pounds
Shpg. wt. 11 lbs. $2.09

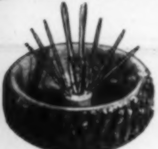
Our Bargain Priced Mixed Nuts — 1939 Crop
Same assortment as above but smaller and less select.

8 V 7911—1 Pound
Shpg. wt. 1 lb. 4 oz. . . 19c

8 V 7913—5 Pounds
Shpg. wt. 5 lbs. 8 oz. . 89c

8V7938—3 Pounds
Shpg. wt. 3 lbs. 6 oz. 55c

8V07970—10 Pounds
Shpg. wt. 11 lbs. $1.65



Nut Bowl Set

LARGE SIZE . . . DELUXE QUALITY

98c Everyone will like this handsome nut bowl set. Bowl has natural wood bark finish outside; inner surface is smooth and varnished. Complete with nicely finished special forged nut cracker and 6 nut picks. Size of bowl, 8 to 10 in. in diameter . . . large enough to hold a generous supply of nuts. It's a gift that makes an interesting table-piece . . . that really adds to holiday cheer. Shpg. wt., 2 lbs. 10 oz.

8 V 9786 . . . . 98c

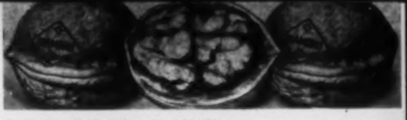
2 Lbs. Mixed Nuts

WITH NUT BOWL SET

89c Gather 'round the nut bowl! Two pounds of fine, new, 1939-crop mixed nuts in a rustic wood nut bowl. California Walnuts, paper shell Pecans, tasty Brazils, Almonds, and Filberts. Bowl has natural finish outside, smooth varnished inside. Size, about 6 in. in diameter. Complete with nutcracker and 6 picks. Shpg. wt., 4 lbs.

8 V 7908—2 lbs. Mixed Nuts and Nut Bowl Set . . 89c

SEE PAGES 146-148 FOR OTHER CANDY AND FRUIT CAKES



Soft-Shell California Walnuts

Rich, crisp and crunchy—the very cream of the 1939 crop of California Walnuts. We especially recommend Diamond Brand as the finest walnuts obtainable—the recognized aristocrat of the walnut groves. Priced low to compete with less expensive quality.

Diamond Brand. Extra large. Shpg. wts., 1 lb. 4 oz.; 5 lbs. 8 oz.

8 V 7915—1-Pound Bag 23c
8 V 7900—5-Pound Bag $1.08

Good Quality. Medium size. Shpg. wts., 2 lbs. 6 oz.; 5 lbs. 8 oz.

8 V 7902—2-Pound Bag 38c
8 V 7903—5-Pound Bag 89c

Paper Shell Pecans

1939 crop Stuart pecans, cultivated for their finer flavor, large, perfect nut meats. Shpg. wt., 1 lb. 4 oz.

8 V 7914—1-Pound Bag 24c

Low Priced Pecans

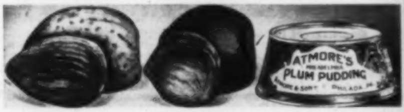
Medium size. Shpg. wt., 1 lb. 4 oz.

8 V 7934—1-Pound Bag 19c

Large Brite Brazil Nuts

New crop hand selected to give you larger, top-quality, crisp, sweet nut meats of finer flavor. Specially processed to make them clean and bright. Easy to crack. Shpg. wts., 1 lb. 4 oz.; 5 lbs. 8 oz.

8 V 7906—1-Pound Bag 19c
8 V 7901—5-Pound Bag 89c



IXL Almonds

Everyone likes crisp, delicious almonds. Extra fancy, new crop, soft-shell almonds . . . easy to crack. Shpg. wt., 1 lb. 4 oz.

8 V 7918—1 Pound . 24c

Selected Filberts

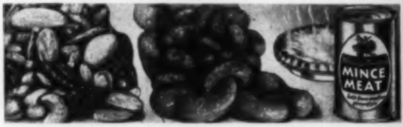
A Holiday favorite! Large size select quality filberts that are sweet and full of flavor. Easy to crack. Shpg. wt., 1 lb. 4 oz.

8 V 7905—1 Pound . 24c

Plum Pudding

Famous for its delicious, rich, "Old-English" flavor. The perfect holiday dessert! Serves 10 to 12. Shpg. wt., 2 lbs. 6 oz.

8V7950—2-lb. Tin . 54c



Mixed Salted Nuts

Extra fancy, salted fresh Brazil nuts, cashews, almonds and pecans. No peanuts included. Shpg. wt., 1 lb. 6 oz.

8 V 7939—1 Pound . 59c

Salted Cashews

Flavorful favorite of the holiday season. High quality, roasted to a light brown. Shipping weight, 1 pound 6 ounces.

8 V 7940—1 Pound 49c

Mince Meat

Made from a famous old recipe. Makes wonderful pies. Each can enough for 2 average-size pies. Shpg. wt., 2 lbs. 6 oz.

8V7951—2-lb. Can . 29c

EVERKRISP
READY TO EAT
POPCORN

Roasted Peanuts

Fine quality fresh roasted Virginia Peanuts. Large size, hand picked. Scientifically roasted to a rich delicious flavor. Shpg. wt., 2 lbs. 6 oz. and 5 lbs. 8 oz.

8V8737—2-lb. Bag 27c
8V8738—5-lb. Bag . . 62c

Popcorn . . . Ready-to-Eat

Fresh, crisp, delicious! Every giant Kernel in this 2-gallon can of ready-to-eat popcorn tastes as fresh as when first popped—salted and seasoned just right. Shipping weight, 3 pounds.

8 V 08725—2-Gallon Can . . 39c

Assorted Cookies

A delicious variety of cream-filled and fancy "bridge" cookies. Assortment includes ten tasty kinds, a kind to please everyone. Priced unusually low for this excellent quality. Attractively packaged. Shpg. wt., 6 lbs.

8 V 7974—5-Pound Box $1.00

Delicious Candied and Stuffed Fruit

Real Christmas delight! 3 lbs. of choice candied and stuffed fruit—an attractive, useful gift. Contains pineapple slice, dates, figs, prunes . . . some pieces foil-wrapped, some pecan-topped, others cherry-topped. Shpg. wt., 4 lbs.

8 V 7955—3-lb. Basket..............98c

2 lb. box of fancy stuffed dates and candied figs. California figs candied with honey and syrup, all cherry-topped. Pitted dates all nut-topped, some stuffed with blended fruit and nut filling, others with date filling. Shpg. wt., 2 lbs. 8 oz.

8 V 7947—2-lb. Box..............79c

Miniature (Tiny) Chocolates

More than three times as many pieces to a pound as in ordinary chocolates. Lots of nut and surprise fillings, all covered with smooth, dark chocolate.

8 V 7975—1-pound box
Shipping weight, 1 lb. 8 oz.......... 59c

8 V 7976—2-pound box
Shipping weight, 2 lbs. 12 oz.........$1.15

Chocolate Cherries

Luscious whole red cherries in rich flowing cream, heavily covered with dark vanilla chocolate. Everybody's favorite! They'll make a Holiday treat you won't forget. Packed in attractive box. An exceptionally low price for this superb quality. Shipping weight, 1 lb. 8 oz.

8 V 7978—1-pound box............37c

Christmas Stocking

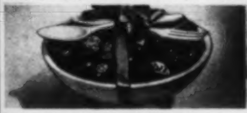
A THRILL FOR THE KIDDIES

At Least a 60c Value 49c

For real Christmas excitement nothing in Santa's sack has more to offer than this big surprise stocking. Made of colorful net and cellophane, and jammed to overflowing with toys, candy and nuts to delight the heart of any child. Contains a metal mechanical auto, an attractive book, crayons, Charlie McCarthy pops, a popcorn ball, lots of assorted hard candy . . . and nuts galore! It's a delightful gift that will bring genuine smiles of happiness to every youngster receiving one. Shipping wt., 2 lbs. 4 oz.

8 V 7931........ ....49c

Many Lands
Read and Color



Salad Bowl Set With Chocolates

A most practical gift that will be doubly appreciated. Wood salad bowl (10-in. diameter), complete with wood fork and spoon—and a full pound of delicious assorted chocolates. Attractively packaged in cellophane, with beautiful red Christmas ribbon and bow. Shpg. wt., 2 lbs. 6 oz.

8 V 7977—Complete......................$1.39

Chocolate and Nut Package

A two-pound box of nuts and chocolates . . . a delicious combination that will satisfy every taste. Fine quality assorted chocolates, weight, 1 lb. 10½ oz., with centerpiece of fancy salted mixed nuts (no peanuts), weight 5½ oz. In attractive gift box. Shpg. wt., 2 lbs. 10 oz.

8 V 7961—2-pound box.................... 98c

Hanging Flower Pot

FILLED WITH HARD CANDY

59c

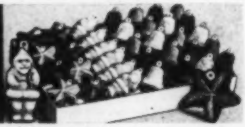
A lovely hanging flower pot of rustic wood with natural wood bark finish outside—ideal for porch or sun-parlor. Chains for hanging are 12 inches long. Filled with 1⅛ lbs. of fine quality, tasty assorted hard candy that's downright "good eatin' "! A fine gift and one that will be appreciated for a long time, at an unbelievably low price. Shipping wt., 2 lbs. 8 oz.

8 V 7958...........59c

Hard Candy Gift Package

A gift of delicious hard candy, flavorous, tempting, and attractive. The 3-lb. box is in sections, each containing black walnut chips, assorted chocolate filled straws, tiny hard mix and assorted all-filled candy. Shpg. wt., 4 lbs.

8 V 7952—3-lb. Gift Tin Hard Candy.....69c



Candy Tree Ornaments

The youngsters will enjoy these! Colorful marshmallow candy tree ornaments. Hang on the tree by their little paper loops. The big box of 60 pieces consists of red, yellow, and green bells and stars, and pink-and-white Santas.

8 V 7932—60 pieces. Shpg. wt., 3 lbs.... 54c

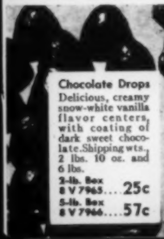
Glass Tea Pot

FILLED WITH CANDY

The perfect answer to your "what-to-give" problem. Heat-resisting, Japanese glass tea pot, chock-full of delicious hard candy. Capacity of tea pot is 5 cups. Has a durable and sturdy reed handle. Filled with 1⅝ lbs. of hard candy, it's a gift surprise at a surprisingly low price. Shpg. wt., 2 lbs. 14 oz.

8 V 7953...........69c

SEE PAGES 146-148 FOR OTHER CANDY AND FRUIT CAKES

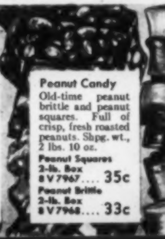


Chocolate Drops

Delicious, creamy snow-white vanilla flavor centers, with coating of dark sweet chocolate. Shipping wts., 2 lbs. 10 oz. and 6 lbs.

2-lb. Box
8 V 7965....25c

5-lb. Box
8 V 7966....57c



Peanut Candy

Old-time peanut brittle and peanut squares. Full of crisp, fresh roasted peanuts. Shpg. wt., 2 lbs. 10 oz.

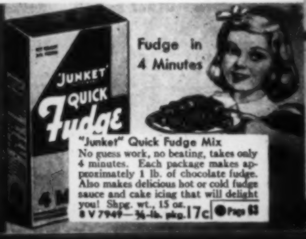
Peanut Squares
2-lb. Box
8 V 7967.... 35c

Peanut Brittle
2-lb. Box
8 V 7968.... 33c

Coconut Pillows

You never seem to get your fill of these. Assorted colors and flavors, with satin finish, hard jackets and delicious coconut filling. You'll like them! Shpg. wt., 2 lbs. 6 oz.

2 lb. Bag.
8 V 7979....29c



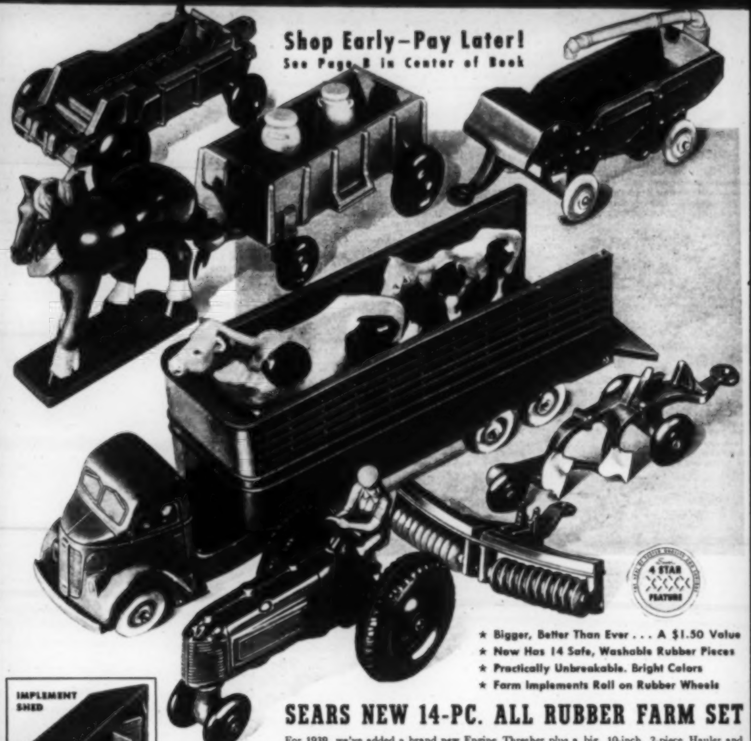
"Junket" Quick Fudge Mix

No guess work, no beating, takes only 4 minutes. Each package makes approximately 1 lb. of chocolate fudge. Also makes delicious hot or cold fudge sauce and cake icing that will delight you! Shpg. wt., 15 oz.

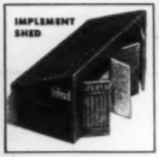
8 V 7949—⅞-lb. pkg. 17c

Shop Early—Pay Later!

See Page B in Center of Book



- ★ Bigger, Better Than Ever . . . A $1.50 Value
- ★ Now Has 14 Safe, Washable Rubber Pieces
- ★ Practically Unbreakable. Bright Colors
- ★ Farm Implements Roll on Rubber Wheels



$1.00

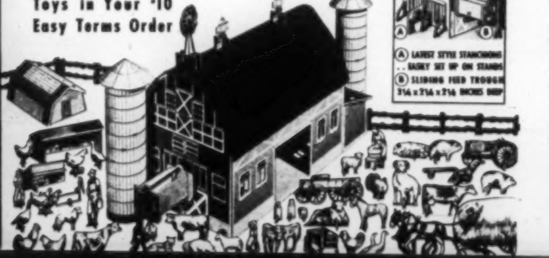
SEARS NEW 14-PC. ALL RUBBER FARM SET

For 1939, we've added a brand new Engine Thresher plus a big, 10-inch, 2-piece Hauler and stake-type Trailer with drop gate. A whole year of fun—endless variety for youngsters—a constant joy for Dad and Mom because the toys are safe, easy on the furniture, and instructive. Built like the famous Sears Bradley farm implements. Hook them up in 101 different ways.

- **New Engine Thresher with Dummy Blower**
- **New Modern Style Trailer, Drop Gate**
- **Latest Style Cab Over Engine Hauler**
- **Farm Wagon. Disc Harrow, Horse, Harness**
- **Manure Spreader. Colorful Cow and Calf**
- **Double Gang Plow. 2 Rubber Milk Cans**
- **Graham Bradley Tractor, 4⅝x2⅞ inches, others in proportion**

49 V 6459—Colored, well-built carton makes implement shed. Shpg. wt., 3 lbs. **$1.00**

Include Lots of Toys in Your $10 Easy Terms Order

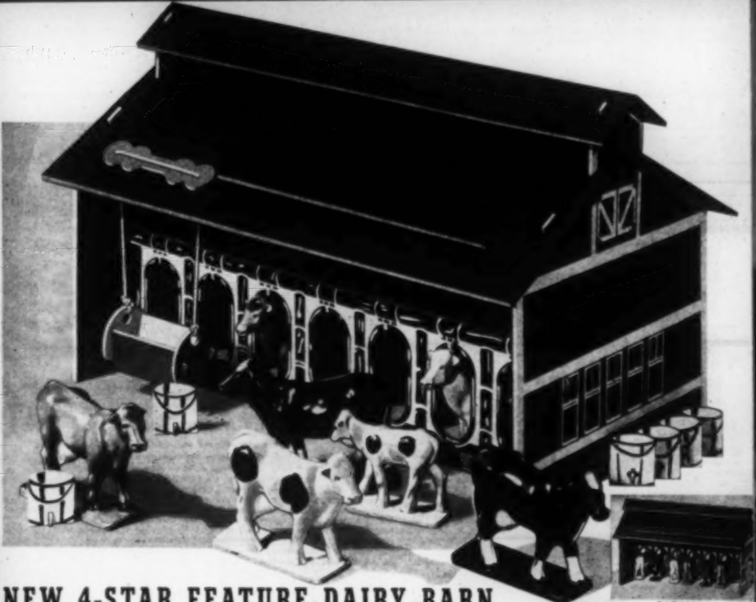

A
B
A LATEST STYLE STANCHIONS . . EASILY SET UP ON STANDS
B SLIDING FEED TROUGH 3¼x2¼x2¼ INCHES DEEP

64-Pc. Colorful Stock Farm

98c **A stock farm bargain that cannot be duplicated!** Barn, people, animals, farm buildings made of 3-ply wood-center fiber-lined board called "Tek-wood." More flexible than wood and makes the red, black and white colors look much brighter.

Large, set-up barn with green, Gothic style roof. **Heavy wood ends and bottom.** Size, 16¼x14¾ inches high to top of windmill—8¾ inches wide. **New hen house.** Stanchions, tool shed, big feed conveyor. About 44 practically unbreakable, true-to-shape people, animals, farm pieces, with stands. Printed on both sides. 10 pieces (about 6 feet) new style cardboard fence. Two realistic cardboard silos. Shipping weight, 5 pounds.

79 V 6450. . . . . **98c**



NEW 4-STAR FEATURE DAIRY BARN

- ★ SAFE, WASHABLE, DURABLE RUBBER ANIMALS, TRUCK AND MILK CANS.
- ★ BARN BUILT OF STURDY "TEKWOOD" (3-PLY, WOOD CENTER BOARD).
- ★ OUR OWN IDEA AND SOLD ONLY BY SEARS, EASILY WORTH $1.50!
- ★ BRAND NEW! TREMENDOUS PLAY VALUE AND HIGH QUALITY.

$1.00 Complete

Loads of fun for "Little Dairymen." Mothers hail these rubber toys because they're noiseless, washable, practically unbreakable, and harmless to child, furniture, etc. Consists of a fine sturdy barn, 6 life-like cows and one little calf, 5 bright milk cans and an easy-rolling truck to haul the milk away. Just the gift for 3 to 6-year-old children.

Barn is 13x8½x7⅝ inches high. Decorated a brilliant barn red with a bright green roof. Made of **"Tekwood"**—the wonderful new flexible, durable 3-ply, wood-center, fibre board. New style double ventilation roof. 7 large stanchions. A neat little carrier trough operates on a cleverly designed cut-out rail at either side of roof, permitting child to play at feeding cows, loading milk cans, etc. Barn is easily put together. 6 cute milk pails cut out of "Tekwood."

Animals, Truck and Milk Cans Made of Rubber. Cows—assorted breeds; Jerseys, Holsteins, etc. Naturally colored. Size, 3⅝x1x2½ inches tall. **Calf**—Molded in proportionate size.

Truck—Modern design. Bright color. Rolls easily. Size, 4x1⅝x1⅛ inches.

Milk Cans—Coated with bright aluminum paint. Five cans make a full truck load.

49 V 6449—Shipping weight, 2 lbs. 8 oz. $1.00

Be a Liberal Santa—Use Sears Easy Terms—See Page 8 in Center of Book

16 Extra Rubber Animals

69c

Even the little tot "farmer" wants more live stock! We get thousands of requests for more of these popular animals from customers who bought Sears Barns. So here they are! All animals are carefully molded into accurate, life-like shapes from durable rubber; realistically painted. They're washable—easy to keep clean and sanitary—and they're kind to furniture.

The set includes 16 animals in all ... 1 Holstein cow and calf, 1 Jersey cow, 1 calf, 1 horse, 1 colt, 2 pigs, 2 piglets, 1 sheep, 2 geese, 1 rooster and 2 hens. Size of cows, 3⅝x1x2½ inches high; horse, 3⅝x3¼ inches high. Other animals in proportionate sizes. Shipping weight, 1 pound 4 ounces.

49 V 6447 .... 69c

Brand New Electric Phonograph

$2.89 Compares with $5 values of last year. What merry tunes will come out of this attractive practical little phonograph! Size, 12½x8x7¼ in. Brightly colored, gay little pictures on the sides. No need to wind it—motor driven. Underwriter approved plug and cord, package of needles. Plays up to 10-in. records. For 110-volt AC current only. Record not included.
49 V 2463—Shipping weight, 6 lbs. 8 oz. $2.89

Set of 3 Records. 6-in. double-faced records; titles as follows: 1. Little Bo Peep and Old King Cole; 2. Ding Dong Bell and Hey Diddle Diddle; 3. House that Jack Built and Three Blind Mice. Shipping weight, 1 pound.
49 V 2354—Set of 3 . . . 37c

Set of 3 Records. 6-inch double-faced records; titles as follows: 1. Three Little Pigs and London Bridge; 2. There was a Crooked Man and Baa! Baa! Black Sheep; 3. Little Boy Blue and Mary Had a Little Lamb. Shpg. wt., 1 lb.
49 V 2353—Set of 3 . . . 37c

THREE BLIND MICE
NEW!

Season's Hit! Play-A-Way Book Piano!

94c
- **Novel way to make any child an immediate musician**
- **Well-tuned 12-key metal piano alone worth $1.25**
- **Book of 16 songs children love, attached to piano**

This little grand piano will play its way into the heart of any youngster. It will burst with melody as their fingers play over the keyboard. 12 notes tuned to perfect pitch, operated by a specially patented feather-touch key action. And won't they be gleeful when they lift up the top to find it turns into a gloriously illustrated song book containing 16 songs dear to the hearts of both children and grown-ups. Includes novel playing instructions that make it easy for any child to follow immediately. 9½x9½x8¾-in. piano in assorted piano finishes. Shipping weight, 2 pounds.
49 V 2384—Brand New Play-A-Way Book Piano 94c

Add Lots of Toys to Your $10 Easy Terms Order . . SEE PAGE 8 IN CENTER OF BOOK

Big Value Models

$1.95 Ⓐ

Deluxe Ebony Finish

$2.98 Ⓑ

Baby Grand Chime Tone Pianos

Ⓐ **Better quality yet at cheap piano prices!** These instruments will stand a lot of punishment! Varnished oak cabinets. 3 sturdy wood legs. Tone adjustment screws. White and black keys numbered to help little ones play. Made in Japan. A miniature piano is one of the best ways to develop a child's musical talent.

8-Key Piano. 9⅝x6¾ in. Shpg. wt., 3 lbs. 6 oz.	**12-Key Piano.** 12x10 in. Shpg. wt., 4 lbs. 6 oz.	**18-Key Piano.** 15x15¼ in. Shpg. wt., 5 lbs. 8 oz.
49 V 2430 . . . . 69c	**49 V 2431** . . . 89c	**49 V 2439** . . $1.95

20-Key Chime Tone Baby Grand Piano

Ⓑ **Usual $3.50 Value.** Keyboard cover, uplift top. Same type of construction as above. **Size, 16¾x16¾ inches.** Keys imitation ivory. Made in Japan. Shipping weight, 7 lbs.
49 V 2450—Deluxe Ebony Finish Piano $2.98

Bargain 11-In. Drum

Ⓐ What a fine rat-atat-tat he can make with this! Playing soldier is fun! Full 11-inch size metal construction, attractive colored Eagle design on side. One head of skin, one of cloth. Braided snares. Complete with sticks. Shipping weight, 2 pounds.
79 V 2495 . . . . 89c

10-Key Accordion

Ⓒ 10 treble keys, 20 notes. 2 base keys give the harmony. Air release, 6 bellow folds. Web carrying straps. Size 10x4½x8 in., closed.
49 V 2370—Shpg. wt., 3 lbs. . $2.59

12-In. Snare Drum

Ⓑ **Two calfskin heads.** Oak shell. Metal rims, 3 snares, sling, sticks.
79 V 2499—Shpg. wt., 3 lbs. $1.89

Melody Players

Ⓓ Like player pianos. Size, 7¼x6¾x6⅝ in. Crank wind. "Star Spangled Banner" roll included.
49 V 2440—Wt., 2 lbs. 12 oz. . . $1.39

Extra Rolls for Player

Old Kentucky Home, Sidewalks of N.Y., Irish Eyes Are Smiling, Silent Night. **State Titles.** Shpg. wt., 4 oz.
49 V 2448—Any 2 rolls for 21c

GIVE TOYS THAT TEACH!

Add Several to Your Easy Terms Order

SEE PAGE B IN CENTER OF BOOK

This side is Black Other side is white
AS A DESK
WHITEBOARD

Three-In-One Blackboard Combination

$1.89 Set

Sears own design blackboard, whiteboard and desk, all in one! And at a low Sears price, too! You won't find value like this very often. Children get heaps of fun out of a blackboard—they learn, too, to draw and write. Frame is built of durable Ponderosa pine, enameled in a brilliant red. Easily made into a desk—with lots of play and writing space. 2 pieces of chalk for black side, 2 colored wax crayons for white side. Eraser. Rack to hold eraser and chalk. 6 educational charts, too, chock full of designs, figures and instructions for drawing that will delight the small ones. Overall size, 39 in. high, 19½ in. wide.

79 V 3897—Shipping weight, 8 pounds **$1.89**

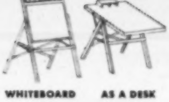
this side black other side white

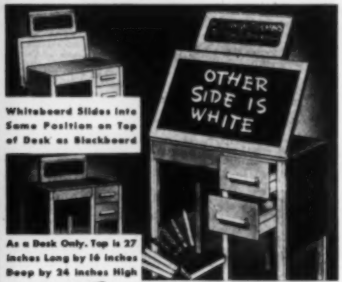
Special 3-Pc. Unit

$2.98

Looks like $5.00 worth. Designed by Sears and nicely made of good quality materials according to our rigid specifications. Just think of the convenience of this reversible board, black for chalk, white for crayons. Readily folds into desk in a very simple way. 6 colored and 6 black and white educational charts. As a blackboard, 40x20 in. wide. As desk, 25 in. high. Desk top 25x18 in. Wood, enameled green. Eraser, 2 chalk, 3 waxed crayons. Shipping weight, 13 lbs.

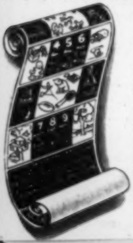
79 V 3817 .... **$2.98**





Whiteboard Slides Into Same Position on Top of Desk as Blackboard

As a Desk Only. Top is 27 Inches Long by 16 Inches Deep by 24 Inches High



2-Drawer Desk—Blackboard

$3.98

Sold only by Sears. Any child will be tickled to death to get a real desk, with drawers like Dad's. They'll like to play office—at the same time, the drawers give space to stow away all those little things they lose so easily. Reversible blackboard and whiteboard attached to the desk. Made of wood and strong pressed board. Blackboard writing surface, 27x16 in. high. 24 educational charts, 12 in color and 12 in black and white with more educational ideas than you can imagine to help with drawing and teach at the same time. 3 chalk, 4 erasable waxed crayons, eraser. Shipping weight, complete, 24 pounds.

79 V 3818 .... **$3.98**

Mickey Mouse Blackboard and Chair

98c

$1.50 Value. Imagine! A folding blackboard, desk, and chair combination all for this low price. Winding scroll with 6 charts, seldom found in this price field. Charts will help the youngsters in their drawing, thrill them with pictures and illustrations. Blackboard frame stained red, chair stained to match. Overall size of board, 33 inches high, 15 inches wide; chair 19½ inches high; seat 11⅝ inches from floor. 3 pieces of chalk and eraser included. Teach your child to write and to develop talent for drawing. Shipping weight, 5 pounds.

79 V 3809........ **98c**

JUNIOR TINKERTOY
TINKERTOY
SENIOR TINKERTOY

MERRY CHRISTMAS

Use Sears Easy Payment Plan

TINKERTOY World Famous Builder

46c
67-Pc. Set

We'll bet you have a time keeping Dad away from any of these Tinkertoy construction sets. There's hardly any limit to the models you can build. And what fun you can have after you build them—windmills that go 'round in the wind and many other wind-driven toys. A big construction book shows you how to build all kinds of toys (without screws or bolts) with the sanded, white birch Tinkertoy pieces. You'll want the powerful electric motor to operate any models you make out of the Tinkertoy parts because you can actually see them work.

Regular Tinkertoy Sets

Popular Size—82 Pieces. Red enameled spools, cardboard blades and accessories. Shpg. wt., 1 lb. 2 oz.
49 V 4760............**67c**

Junior Set—67 Pieces. Simple models even the smallest child can put together. Shpg. wt., 15 oz.
49 V 4761...........**46c**

Senior Set—180 Pieces. Build actual working models. Shpg. wt. 2 lbs. 8 oz.
49 V 4763........**$1.59**

Motor Tinkertoy Sets

Electric Motor Set. 180 pieces. 60-cycle motor for self-starting models. Listed by Underwriters' Laboratories. Shipping weight, 3 lbs. 12 oz.
49 V 4765......**$3.89**

Spring Motor Set. 180 pieces. Strong wind-up mechanical motor with double drive pulleys on a shaft. For homes without electricity. Shipping weight, 3 lbs. 8 oz.
49 V 4606.........**$2.69**

68-Pc. Paint and Drawing Set

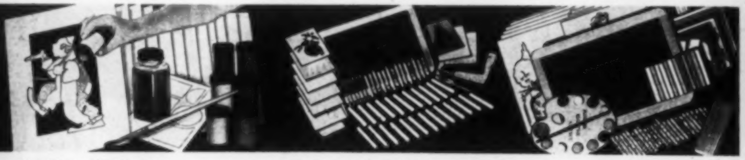
95c $1.50 Value. Paint when and where you wish with this portable (See A) Masonite Cabinet—holds 68 pieces of drawing and painting materials. Inside of door is blackboard. 1 palette with 11 paints in wood containers, 3 bottles of paint, 2 brushes, 15 pieces of chalk, 26 crayons, 1 eraser, 2 mixing pans and 8 pictures to paint. Case has a strong carrying handle and sturdy snap lock.

49 V 3874—Shpg. wt., 3 lbs........95c

46-Pc. Paint and Coloring Set

49c Everything a young artist needs. You can get a lot of practice out of this big set. Packed in an attractive box, 16x10 inches. Set includes 5 extra large and 19 medium sized paints in wood cups, 2 bottles of liquid paint. 8 assorted colored wax crayons, 1 paint brush, 1 paint cup and 10 pictures to paint and color.

49 V 3819—Shpg. wt., 2 lbs.....49c



Novel Tinker Sand Painter

89c
12 Cards

Picture cards have scenes drawn on them, paint the parts you want colored, with glue. Sprinkle different colored sand on glue.

49 V 3880—12 picture cards, 8¼x6¼ in. 6 boxes colored sand. Directions. Shipping weight, 2 pounds 8 ounces.................89c

49 V 3879—10 picture cards, 6¼x4¾ in. 3 boxes colored sand. Directions. Shipping weight, 14 ounces.........................43c

Slate Is White on One Side — Black on the Other

49c **58-Pc. Set.** Kiddies can have all kinds of fun sketching their own designs. It's educational. Slate is black on one side and white on the other. 12¼x8½ in. wood frame protects the slate. Complete with 24 pieces of chalk, 14 crayons, 12 stencils, 6 slate pencils, slate board, and eraser. A typical Sears Christmas Value.

49 V 3828—Shpg. wt., 3 lbs.............49c

95c **115-Pc. Set** with painting equipment. 12½x8½ in. two sided slate, 1 palette of 10 paints, 1 camel's hair brush, 1 mixing pan. 10 slate pencils. 36 assorted colored chalk. 1 blackboard eraser. 24 wax crayons. 16 stencils. 6 outline pictures 8x10 in.; and 6, 9x12-in. to color. 12 sheets drawing paper, 8x10 in.

49 V 3883—Shpg. wt., 3 lbs. 8 oz.........95c

REFER TO SEARS BIG CATALOG FOR OTHER GIFT TOY VALUES

Add Educational Toys to Your $10 Easy Terms Order

FOR BUSY BUILDERS

See Page B in Center of Book

Boycraft All Rubber Interlocking Bricks

79c
162-Pc. Set

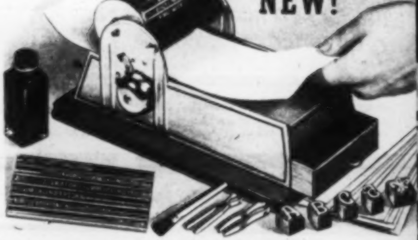
- **Harmless—No Rough Edges—Washable**
- **Blocks Really Lock—Easy to Take Apart**
- **Buildings Look Like Real Brick**

You'll be crazy about these new red rubber construction blocks. Build any kind of building, hangars for your airplanes, tunnels and stations for your railroad, houses, garages for cars, churches, skycrapers, forts, bomb shelters and many other different models that will fit in with the toys you already have. Interlocking peg arrangement makes strong buildings that won't topple. You can take them apart and make new buildings out of the same blocks. You get a big design book that gives all sorts of new ideas. Mother and Dad will like them too; they won't scratch the furniture or yourself and won't make any noise. Assortment of bricks includes enough shapes and sizes to fit almost any style of architecture.

162-Piece Construction Block Set—$1.00 Value
Foundation bricks, brick blocks, two cardboard roofs in two colors, 11 windows, 4 doors, and the big design book.
49 V 3620—Shipping weight, 2 lbs. 10 oz. **79c**

342-Piece Construction Set
Colorful brick blocks, foundation bricks, 17 windows, 8 doors and 3 cardboard roofs in two attractive colors. Design book with many plans for building. Shpg. wt., 5 lbs.
49 V 3621 .... **$1.69**

540-Piece Construction Set
Bright colored brick blocks, sturdy foundation bricks, 6 cardboard roofs in two attractive colors, 23 windows, 12 doors and design book. Shpg. wt., 7 lbs.
49 V 3622 .... **$2.69**



New Low Price for This Style Printing Press

95c

Extra! Extra! Read all about it! Now every boy and girl can own and publish his or her own newspaper with real type, headlines 'n everything. Get the latest news and print it up on this rotary press constructed just like a real cylinder type printing press 8⅝x4½x4½ inches. You can print cards, newspapers, advertisements and announcements. Just slip in a sheet of paper, turn the cylinder and out comes a fully printed sheet. Print as many copies as you want. All the tools necessary for production are included.

Here's what you get. **192 pieces of rubber type, including 8 spaces (6-A Font Type)**—1 brush, 1 pair of type tweezers, 18 sheets of paper, 3⅝x7 in., ½ oz. bottle of ink, 1 metal 6-row type holder. Storage drawer that opens and holds all the parts. Book of simple instructions included. Shipping weight, 2 pounds 4 ounces.
49 V 4601—Brand New Printing Press **95c**

New Practical Adding Machine

89c

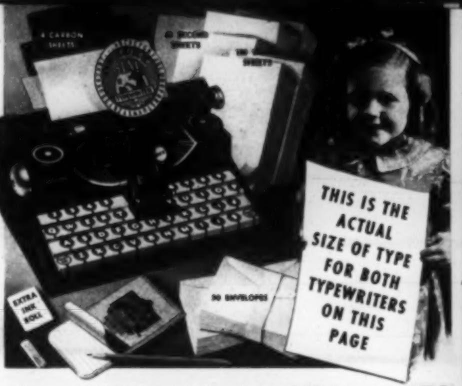
Now every home can have one at this low price. Here's an adding machine that totals up to 9999 and works like the more expensive models. A four-column, all visible key board with touch control makes it easy for any child to operate and have great fun playing store and other games. The total registered numbers show at the bottom of the columns. Thousands of adults have found this dependable, bright colored adding machine helpful in business and at home. Makes any figuring job easier. Base of machine measures 9 in. long, 6 in. wide, 4¼ in. high. Shipping weight, 1 pound.
49 V 3822—Sears New Adding Machine **89c**

Novel Clay Modeling and Sculpture Set

21c
49 V 3752

Have All Kinds of Fun modeling animals, people and buildings—almost anything you want—out of this stainless colored clay that comes in 8¼x1-in. strips. A molding board makes a convenient place to work—no mess—no bother for mother. Mold, 3⅝x2⅝ in. makes 5 animals.
49 V 3752—Shipping weight, 1 pound 8 ounces **21c**
49 V 3753—Same but with 6 wood impression blocks and 4 wire structure molding aids. Shpg. wt., 2 lbs. 4 oz. **39c**
49 V 3754—1 pound package of clay. Shpg. wt., 1 lb. 2 oz. **19c**

In Your Easy Terms Order Include Everything the YOUNGSTER'S "OFFICE" NEEDS


4 CARBON SHEETS
40 SECOND SHEETS
EXTRA INK ROLL
50 ENVELOPES
THIS IS THE ACTUAL SIZE OF TYPE FOR BOTH TYPEWRITERS ON THIS PAGE

Marx Low Priced Typewriter

95c Use the dial instead of the keyboard—what good fun it is typing like this! Actually types. Self-inking. 40-character dial includes alphabet, numerals, punctuation marks, etc. Sliding carriage. Dummy keyboard. Size 11⅕x5¾x6 in. With extra ink roll. Shipping weight, 3 pounds 7 ounces.

49 V 3884—Marx Low-Price Typewriter.....95c

3 Extra Ink Rolls

49 V 3898—Shpg. wt., 4 oz.....................**10c**

$2.50 VALUE

MARX TYPEWRITER and 257 Pieces

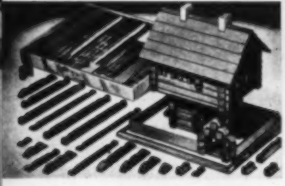
BUILT TO SELL FOR AT LEAST $2.50

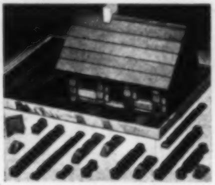
$1.79

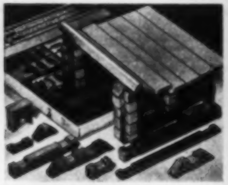
Typewriter alone worth $2.00. The most amazing "secretary's set" we've ever offered. De Luxe sturdy metal dial typewriter, 11⅙x10¼x8¼ inches. Self-inking and spacing. Dummy keyboard looks like regular keyboard. Simple, practical dial system. Space, shift key and 40 metal (not rubber) capital letters, including alphabet, punctuation marks, numerals. Sliding carriage. Bell rings at end of each line. Extra ink roll also included:

- **160 sheets paper, 8x5 inches.**
- **40 yellow second sheets.**
- **50 white, letter envelopes.**
- **Ink and pencil eraser.**
- **Pencil, eraser attached.**
- **4 sheets carbon paper.**
- **132 page, 6-in. note book.**

49 V 3890—Shipping weight, 4 pounds 14 ounces...............................$1.79







HALSAM REAL HEWN AND EMBOSSED AMERICAN LOGS

163-Pc. Log Set . . . $2 Value

163 pieces! Build Pilgrim towns, blockhouses, forts, cabins, bridges; then have your toy soldiers defend 'em 'gainst the outlaws attack. Roof boards, clips to hold roof gable ends, and chimney included. Box, 18x12¼x1⅜ inches.

49 V 3659—Shipping weight, 5 pounds..... **$1.79**

Junior Set . . . 67 Pieces

Regular $1.00 Value! Ready for you to make into an Early American village and barracks for your toy regiments! Chimney, roof boards, clips to hold roof gable ends. Box, 18x12¼x⅜ inches.

49 V 3658—Shpg. wt., 2 lbs. 12 oz.... **89c**

50-Pc. Beginners' Set

50c Value! Build log cabin villages with these rough-hewn building logs—real-looking . . . miniatures of what our Pioneers used. Chimney, roof board, clips to hold roof gable ends. Box, 12⅜x10¼x⅜ inches.

49 V 3657—Shpg. wt., 1 lb. 8 oz....... **42c**

Merry Christmas

Popular Priced

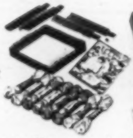
Wall type 18x24-in. blackboard; rounded corners, metal frame. Slate surface erases easily. Will not scratch or chip. Brass eyelets, chalk, eraser. Shpg. wt., 6 lbs. 2 oz.

49 V 3892........... **98c**

Bead Craft

Make beautiful belts, rings, watch fobs, etc. Imitate real beadwork made by Indians. Instructions, frame, thread, designs to follow, and hundreds of colored beads. Shipping weight, 1 pound 4 ounces.

49 V 4706.......... **89c**



Learn to Weave

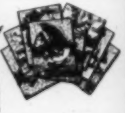
For real fun weave with these 4 different colors of yarn. 7-inch square loom, with 4 extension bars, needle and 2 skeins of each color of yarn (8 skeins in all). Instructions. Shpg. wt., 2 lbs. 6 oz.

49 V 3860........... **89c**

81-Pc. Stamp Set

Make animal and farm pictures. 24 large, 34 alphabet and punctuation, 10 numeral stamps; 8 crayons; 1 pad; 1 ink pad; 1 ruler; 1 type spacer; 1 index hand. Shpg. wt., 2 lbs.

49 V 3873...... **89c**



Jig Saw Puzzles

Eight 9⅜x7⅜-in. scenes . . . a duck, bear, monkey, turtle, rocking horse, squirrel, fox and cat. See how fast you can put them together. Shpg. wt., 1 lb. 6 oz.

49 V 3891....... **25c**

$10.00
VALUE

New All Wood Students' Desk

IT'S FUN TO STUDY AT THIS DESK!

$5.89 Desk

Writing surface 36x18 in.—29 in. high • 3 Drawers—sliding wood arm rest.

A practical desk for any student—built for the Wear and Tear of daily use. Fine for study room. Good-looking and roomy, with plenty of drawer space. Light maple color finish. 3 roomy drawers for storage; sliding extension wood arm rest. Top of good seasoned wood ¾-inch thick; sides are 3-ply wood. Stout wood legs. Shipped taken apart to save on shipping charges. Easily assembled.

79 V 8582—Desk Only. Shipping weight, 31 pounds........................$5.89

79 V 8588—All Wood Chair to Match. 27¼ inches high. Seat of 3-ply wood, 12¼x12 inches. Shipping weight, 6 pounds.............................. **$1.39**

MERRY CHRISTMAS TO "BIG BUSINESS PEOPLE"

SHOP EARLY—USE YOUR CREDIT—PAY LATER

Regular $5.00 Size!

- **27x15-in. Flat Top Desk**
- **Two Big Roomy Drawers**

$1.98 Desk

Just the desk for your child's room. Built of pressed-board; tan finish, brown trim. Wood legs. Desk surface 24 in. high. Shipped taken apart to save on shipping charges. No accessories. Buy the matching chair—less than $1 more! Shpg. wt., 19 lbs.

79 V 8536—Desk Only..............$1.98

79 V 8534—Chair to match. 12x12¼-in. seat. Height overall, 24 in. Shipping weight, 5 pounds....... **98c**

ENCLOSED BACK

HOLDS 3 MEN

ONLY $2 DOWN

SEE PAGE B IN CENTER OF BOOK

Large Size Desk Like Dad's

$13.95 Cash Desk and Choir

- **5 Drawers—1 with Lock.**
- **Swivel Arm Chair.**
- **Sliding Wood Arm Rest.**

Save at least $3.50 on this beautiful genuine maple set with 5 drawers, one with lock and key! Real de luxe Catlin hardware. 6-legs; desk **30x18x37½ inches high,** writing surface 28 inches off floor. Handy roll top. Swivel arm Chair adjustable from 14 to 17½ inches. Wood slide arm rest. Shipping weight, 70 pounds.

79 VM 8565—Not mailable...........$13.95

Medium Size Roll Top

$9.75 Cash Desk and Chair

You'll save $3.00 over comparative values! And won't the children have fun with this solid maple roll top! **2 drawers, one with lock and key,** metal pull on each one. 6-leg construction. **Swivel chair,** adjustable from 12¼ to 15½ inches. **Desk 27x15x35 inches high.** Writing surface 25½ inches high; pen and pencil holder on each side. Five "pigeonholes." Shpg. wt., 45 lbs.

79 VM 8560—Not mailable...... .$9.75

AS A BLACKBOARD

3-in-1 Desk Set at 25% Saving

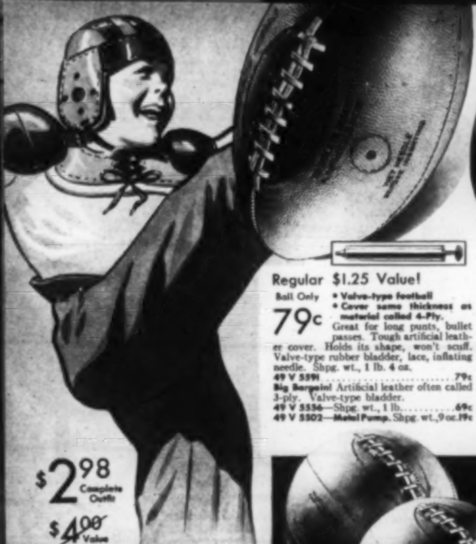
$3.98 Desk and Chair

- **Sturdy Secretary Desk and Chair**
- **Converts into a Real Blackboard**
- **Large Storage Space under lift top**

Sears know how youngsters like to draw! So here's lots of writing space, a big compartment to keep things in—and a real blackboard on the under side of the lift lid! Four "pigeonholes" for pencils and stationery on top of desk. **Desk 20x13½ in. deep; 27 in. high.** Chair 21 in. high overall; seat 12½ in. from floor, 10x10 in. square. All Hardwood, Old Colony maple finish. Shpg. wt., 16 lbs.

79 V 8599—Mailable..............................$3.98

MUSCLE



Regular $1.25 Value!

Ball Only

79c

- **Valve-type football**
- **Cover same thickness as material called 4-Ply.**

Great for long punts, bullet passes. Tough artificial leather cover. Holds its shape, won't scuff. Valve-type rubber bladder, lace, inflating needle. Shpg. wt., 1 lb. 4 oz.

49 V 5591........................79c

Big Bargain! Artificial leather often called 3-ply. Valve-type bladder.

49 V 5556—Shpg. wt., 1 lb...........69c

49 V 5502—**Metal Pump.** Shpg. wt., 9 oz. 19c

Football, Pump

Both for

59c

At usual price of football alone! Durable valve-type rubber bladder. Artificial leather cover. Will hold its shape and take a lot of abuse. Lace, 8-inch metal pump, inflating needle. A Sears Christmas special! Shpg. wt., 1 lb.

49 V 5590...........59c

For Little Passers

47c

A new idea in footballs! Only 7½ in. long but just like brother's! Right for small tots to handle. Durable artificial leather. Valve-type bladder, lace and inflating needle. For pump, order 49 V 5502 at left. Shipping weight, 12 ounces.

49 V 5549...........47c

$2.98 Complete Outfit

$~~4.00~~ Value

Good Football Togs Make Good Players!

FOR BOYS FROM 6 TO 12

Padded Helmet. Reinforced sturdy crown with perforated ear protectors. Elastic chin strap. Adjustable. Felt padded. Streamlined just like big brother's. Real protection in this artificial leather helmet.

49 V 5541—Shpg. wt., 1 lb. 12 oz.....$1.19

Shoulder Pads. Padded with white cotton felt. Molded fiber shoulder-caps and epaulets that can really take it.

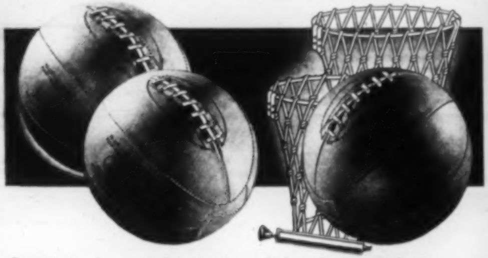
49 V 5540—Shpg. wt., 1 lb..........$1.19

Khaki Color Drill Pants. Made to sell for $1.50—Sturdy material for plenty of sliding. Thighs protected. Furnished in waist size 24 to 32 in. **State size.**

49 V 5543—Shpg. wt., 2 lbs........ $1.19

Complete Outfit—$4.00 Value! Helmet—Shoulder Pads—Pants. As described above. **State waist size** for pants.

49 V 5544—Shpg. wt., 4 lbs. 2 oz...$2.98



Cowhide Leather

$1.19

Usual $1.50 Value!

Stem-type bladder. Built for hard play. Good quality split cowhide basketball about 28 inches around. Shipping weight, 12 ounces.

49 V 5536.........$1.19

Artificial Leather

89c

Valve-type basketball about 28 inches around that can "take it"! Low priced! With 2-piece rubber bladder, lace, needle. Shipping weight, 12 ounces.

49 V 5565.........89c

DeLuxe Basketball Outfit

$1.79

Complete

Valve-type artificial leather ball, 28 in. around. 2-pc. rubber bladder, needle. Two 17-in. goals, 8 in. metal pump, clips, etc.

49 V 5535—Shpg. wt., 4 lbs...$1.79

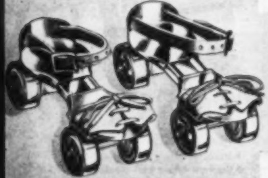
Bargain Outfit—Stem Type Ball

Artificial leather ball, 25 in. around. Two 13½ in. goals, bladder, clips, etc. No pump.

49 V 5538—Shpg. wt., 2 lbs. 9 oz......$1.00

49 V 5539—**Baskets Only.** 13½-inch size.

Each Wt. 1 lb. 2 oz...35c **2 for** Wt. 2 lbs. 8 oz. 69c

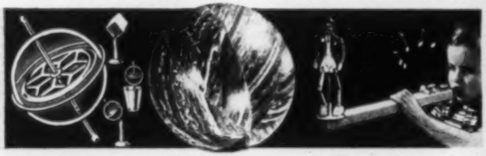


Beginners' Roller Skates

47c

Special adjustable leather toe fronts and ankle straps give strong support—make it easy to learn to skate. Length adjustable from 5⅝ to 7⅝ inches. No clamps or keys to lose. Strong steel frame. Wheels roll smoothly and easily.

49 V 8390—Shpg. wt., 2 lbs. 4 oz......47c



Gyroscope Top

19c

American made amusing toy—almost defies gravity. Balances at sharp angle; does startling stunts. Directions, cord and wood stand with each top. Entertaining, educational. Shpg. wt., 7 oz.

49 V 5560..............19c

Colorful Play Ball

47c

Big Value! Ideal sport and lots of fun for all the kids on the beach, lawn, picnic, etc. Strong fabric. Light weight. Waterproof. 36 in. around. Sturdy rubber bladder. Assorted colors. Shipping weight, 8 ounces.

49 V 5517................47c

Musical Jigger

43c

Make him tap dance while you blow or hum your favorite tune on this metal "kazoo!" Loose-jointed figure cuts many an amusing caper when you press down lever. Shipping weight, 8 ounces.

49 V 6428................43c

BUILDERS!

$1.59 4-oz. Set of 4

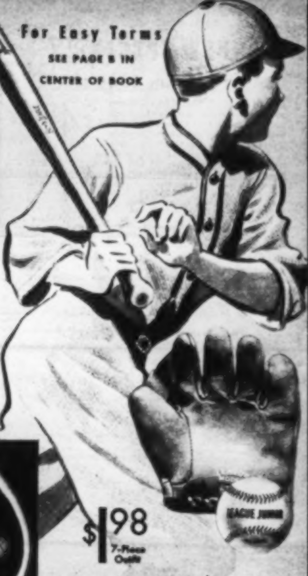
Boys' Sheepskin Boxing Gloves

Like professional Boxing Gloves—wine color. Genuine sheepskin. Strong, pliable calf, split leather palm and cuffs. Not artificial leather. Learn self defense, develop your muscles! Lined, shaped, with goat hair, fiber padding. Sewed finger grips—bound edges.

4-oz. Gloves for Boys 4 to 6 yrs.
49V5520—Shpg. wt., 2 lbs. **set of 4.** $1.59

5-oz. Gloves for Boys 7 to 10 yrs.
49V5521—Shpg. wt., 2 lbs. 8 oz. **set of 4.** $1.89

For Easy Terms
SEE PAGE 8 IN
CENTER OF BOOK



$1.98 7-Piece Outfit

Complete Outfit
FOR "BIG LEAGUERS"

7-Piece Outfit—Bargain Priced!

Boy-o-boy! Knock them over the fence in this swell "big leaguer" outfit! Look what you get—**1. Cotton Cap. 2. Shirt. 3. Knickers. 4. Belt.** 5. Genuine horsehide cover **Baseball. 6.** Laced wrist Horsehide leather **Fielder's Glove,** well padded palm, part leather lined, for left hand, worth 79c. **Hardwood Bat. Even age-sizes, 6 to 14—State age-size.**

79 V 5515—Shpg. wt., 3 lbs. **$1.98**

3-Pc. Outfit (Not Shown)

• Glove • Bat • Horsehide Cover Ball. 29 in. hardwood bat same as above. Less expensive beginners' fielder's glove, leather padded palm and fingers, canvas back, wrist not laced (not shown). **For left hand.**

79 V 5530—Shpg. wt., 2 lbs. 69c

Improved New Upright Bag

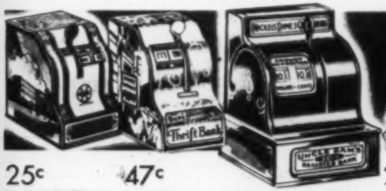
$1.98 **Made to Sell for $3.00!** Develop your muscles, learn how to box. Artificial leather Punching Bag with rubber bladder. Fastened on rubber-jointed steel rods to wooden platform you can stand on. Rubber joints give that rebound you need for speed. Stand with bag, 37 in. high. A real value—a great muscle-builder—and lots of fun for husky lads!

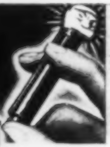
79 V 5561—Shpg. wt., 7 lbs. **$1.98**

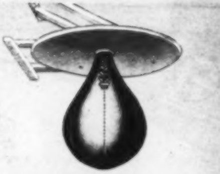
5-Piece Boxing Outfit

$1.00 **$1.50 Value!** 4 Boxing Gloves and pear-shaped Bag. For youngsters 2 to 4 years. Padded canvas, artificial leather trimmed, laced boxing gloves. Artificial leather, single-end punching bag. Inflates to about 25 in. around. Rubber bladder alone worth 25c! Sash cord, screw eye for attaching bag. Start training your youngsters now to be self-reliant—able to take care of themselves. Exercise builds husky kids—and this big Value boxing outfit will help your youngster develop the right way! Shipping weight, 1 pound 6 ounces.

49 V 5519 .... **$1.00**







25c

Two-Coin Bank

Registers nickels, dimes. Opens at about $10. Colored metal, 3½x3½x2⅝ inches. Shipping wt., 10 oz.

49 V 6471 .... **25c**

47c

Bell Rings

Bell rings once for nickels, twice for dimes, 5 times for quarters. Opens at $10. Metal. 4x4x2⅛ in. Shpg. wt., 1 lb.

49 V 6472 .... **47c**

$2.50 Value Bank

Uncle Sam's Registering Bank for nickels, dimes, quarters. Bell rings—bank opens at $10. Steel. Size, 6⅛x4½x5⅛ in. Shpg. wt., 3 lbs. ? oz.

49 V 6493 ...... $1.98

23c

Popeye Light

Popeye. 3¼ inches, pocket size. Press button, face lights up. Comes complete with battery. Shipping weight, 4 oz.

49 V 6438 .... **23c**

Bag and Platform Outfit

$1.29 Socko! Duck! Boy, here's just what you want! 12-in. artificial leather Punching Bag, rubber bladder. 17⅛-in. platform. Screws for attaching. It's great for building husky little fellows. Shpg. wt., 6 lbs.

79 V 5522—Platform Outfit **$1.29**

SUPER SPECIAL!

35-PIECE BARGAIN TOOL SET

$4.98

Full $10 value for only $4.98. **Every year, at Christmas we disregard our profits to bring you a tool set bargain that is unequaled anywhere.** Specially built and designed for the young men of America just "starting out," and for the men who never owned a complete set but always wanted one. **Bear in mind these are regular full size tools built by America's best tool makers from good grade materials.**

Set Includes: Sturdy 20x7x6-in. tool chest in attractive red finish, 6½-in. block plane, 10-oz. forged steel hammer, 16-in. hand saw, hand drill, 5-pc. drill set (5⁄64, 3⁄32, ⅛, 5⁄32, 3⁄16-in.), 10-in. bit brace, small and large auger bits, coping saw, ½ and ¾-in. wood chisels, plumb and level, 7½-in. try square, metal pistol grip hack saw, 10-in. tinners' snip, wood carving knife, midget and 6-in. screwdrivers, 6-in. combination plier, carpenter pencil, 6-ft. folding rule, 5-pc. punch and chisel set, taper file, ½-lb. assorted nails, pkg. assorted sandpaper, and 16-page manual training book showing how to build birdhouses, boats, etc. 3 initials printed on chest at no extra charge. **Print initials wanted plainly.**

99 V 3822—Shipping weight, 17 pounds........**$4.98**

INCLUDING ANY 3 INITIALS ON CHEST
FULTON
FORGED STEEL
Plan Book for Builder
FULTON
COPING SAW
ALL STEEL PISTOL GRIP HACK SAW

SANDPAPER ASSORTED
16-IN. PLUMB AND LEVEL
WOOD CARVER
6-FOOT RULE
CARPENTERS' PENCIL
10-IN. TINNERS' SNIPS
TAPER FILE

Include a Tool Set with Your Easy Terms Order

SEE PAGE B IN CENTER OF BOOK

Boys' Umbrella Tent At Reduced Price

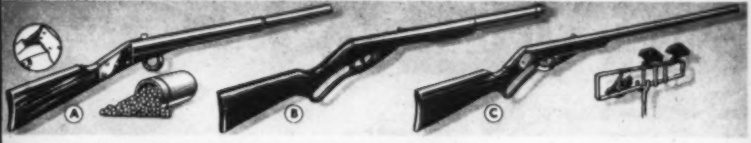
$2.98 Practical, durable utility tent of tightly woven green water repellent tent fabric. Offers plenty of sleeping space for two adults. Easy to pitch. Band iron frame at eaves prevents sagging. Seams lapped and double stitched for extra strength. Screened rear window with storm flap (See 1) provides extra ventilation. Hardwood center pole is jointed . . . folds short to carry easier. Two extra poles included to support entrance awning; awning can be dropped for use as door curtain. Steel stakes, guy ropes. Base size, 7x7 feet. Height at peak, 6 feet.

6 V 07776—Shipping weight, 12 pounds............**$2.98**

123-Pc. Outfit for Young Anglers

$1.00 Imagine! Only a dollar for this big, complete fishing outfit. Set includes 2-piece improved, solid steel rod, 44 inches long, nickel plated reel with 60-yard capacity, one 25-yard spool of black waterproofed 16 lb. test, braided silk casting line. Also—6 snelled hooks, 100 assorted eyed hooks, 12 lead sinkers, one 6-ft. cord stringer and 1 cork float. A practical fishing kit to delight any boy.

6 V 3089—Shipping weight, 3 pounds............**$1.00**



Air Rifle—Tube of Pellets

75c Ⓐ Both the air rifle and tube of air rifle pellets for one amazing low price! Rifle is improved single shot type with easy-working spring-break cocking action. Offers loads of fun . . . great for target shooting. Walnut finished stock. Overall length, 27⅛ in. Shipping weight, 2 pounds.

6 V 0284—Rifle with 225 pellets..........**75c**

Daisy Lightning Loader Carbine

$2.29 Ⓑ Just pour 500 shots into the tubular magazine . . . shoot 'em as fast as you can work the lever! Real Western-style carbine repeater, 36 in. long. Handles easily, is amazingly accurate and fun to shoot. Wood fore-end; walnut finish pistol-grip stock. Adjustable double notch rear, blade front sight.

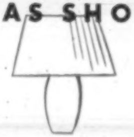
6 V 0299—Shpg. wt., 4 lbs..............**$2.29**

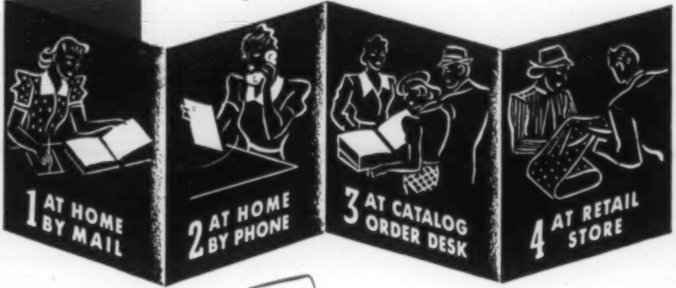
King Air Rifle, 3-Bird Target

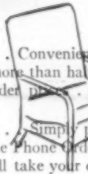
$1.69 Ⓒ 1,000-shot repeater with smooth working lever action. Clear vision rear, knife blade front sight. Blued steel barrel. Pistol grip. Duco finish stock. Length, 36 in. Shpg. wt., 4 lbs.

6 V 0280—**1,000-shot Rifle. 3-Bird Target**......**$1.69**
6 V 0282—**1,000-Shot Rifle only. Shpg. wt., 4 lbs.** **1.65**
6 V 0286—**500-shot Rifle.** Like 6 V 0282 but straight grip stock. Shpg. wt., 4 lbs........**$1.45**

SEARS OFFER 4 EASY WAYS TO DO YOUR CHRISTMAS SHOPPING





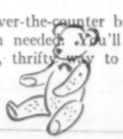


1 *At Home by Mail* . . . Convenient and thrifty. The "arm chair" method of shopping, famous for more than half a century. From toys to tires . . . at low, money-saving, mail order prices . . . with Sears guarantee to protect you.

2 *At Home by Phone* . . . Simply phone your selections . . . from this or any Sears catalog . . . to the Phone Order Dept. of Sears nearest store or order office. A trained clerk will take your order. You pay when goods are delivered.

3 *At Catalog Order Desk* . . . There's one in every Sears store . . . all current catalogs . . . big sample book of materials. Courteous clerks write your order, take measurements, answer questions. You save postage and money order fees.

4 *At Retail Store* . . . Personal service, over-the-counter buying, immediate delivery, home installation arranged when needed. You'll find shopping in Sears retail stores a pleasant, convenient, thrifty way to Shop and Save.



BUY NOW · · PAY LATER

A SMALL DOWN PAYMENT AND A LITTLE EACH MONTH WILL DO ALL YOUR CHRISTMAS SHOPPING ON SEARS EASY TERMS

Toys and games, lots of fun and plenty of gifts for everyone—that's the good old-fashioned Christmas. And this year, that's just the kind of Christmas you can have. For Sears make it easy for you to buy—on Sears Easy Payment Plan!

No need to borrow money or disturb your savings. No need to neglect any name on your shopping list this Christmas. Just a small down payment does all your Christmas shopping! It's the easy, practical way to buy!

Only $2 Down for an electric train for Sonny; a beautiful fur jacket—just the thing for sister, a set of dishes or silver for mother, in fact, any $10 to $17 order. And for as little as $3 Down, brother can have a bike, the family a Silvertone Radio or beautiful furniture, or any member of the family a Bulova wristwatch . . . any $22 to $30 order.

For slightly larger payments you can buy the larger, more expensive things that give years of happiness and service. Everything shown in this Christmas Book or in any other Sears Catalog may be grouped into one convenient Easy Payment Order. Get everything you need now.

HOW TO ORDER ON SEARS EASY TERMS

Do not hesitate to apply for credit. Sears requirements are simple and easy to meet—based on character, income and ability to pay.

Simply list the items you wish to buy on the Easy Payment side of our order blank. Then make sure your order totals $10 or more, add together the cash prices of the items and look up the total amount of your order in the table of terms below. This will tell you the deposit to send with your order and the amount payable monthly. Answer the few simple questions asked, sign the application, enclose the deposit—and mail your Easy Payment Order to Sears. In this way you use the merchandise while you pay for it—almost before you know it, your account will be paid!

TABLE OF EASY TERMS

If Cash Price of Order Amounts to	Add as Carrying Charge	Send With Order	Amount Payable Monthly
$10.00 to $11.00	$1.00	$2.00	$2.00
11.01 to 12.00	1.00		
12.01 to 13.00	1.05		
13.01 to 14.00	1.15		
14.01 to 15.00	1.25		
15.01 to 16.00	1.35		
16.01 to 17.00	1.45		
17.01 to 18.00	1.50	$2.50	$3.00
18.01 to 19.00	1.60		
19.01 to 20.00	1.70		
20.01 to 21.00	1.80		
21.01 to 22.00	1.90		
22.01 to 24.00	2.00	$3.00	$4.00
24.01 to 26.00	2.20		
26.01 to 28.00	2.40		
28.01 to 30.00	2.60		
30.01 to 32.00	2.70	$4.00	$5.00
32.01 to 34.00	2.90		
34.01 to 36.00	3.10		
36.01 to 38.00	3.30		
38.01 to 40.00	3.50		
40.01 to 42.50	3.65	$5.00	$5.00
42.51 to 45.00	3.90		
45.01 to 47.50	4.15		
47.51 to 50.00	4.40		
50.01 to 52.50	4.65		
52.51 to 55.00	4.90		
55.01 to 57.50	5.15		
$57.51 to $60.00	$5.30	$6.00	$6.00
60.01 to 65.00	5.65		
65.01 to 70.00	6.15		
70.01 to 75.00	6.55	$7.00	$7.00
75.01 to 80.00	7.05		
80.01 to 85.00	7.55		
85.01 to 90.00	7.95	$8.00	$8.00
90.01 to 95.00	8.45		
95.01 to 100.00	8.95		
100.01 to 110.00	9.50	$10.00	$9.00
110.01 to 120.00	10.50		
120.01 to 130.00	11.50		
130.01 to 140.00	12.25	$12.50	$10.00
140.01 to 150.00	13.25		
150.01 to 160.00	14.25		
160.01 to 170.00	15.00	$15.00	$11.00
170.01 to 180.00	16.00		
180.01 to 190.00	16.70	$18.00	$12.00
190.01 to 200.00	17.70		

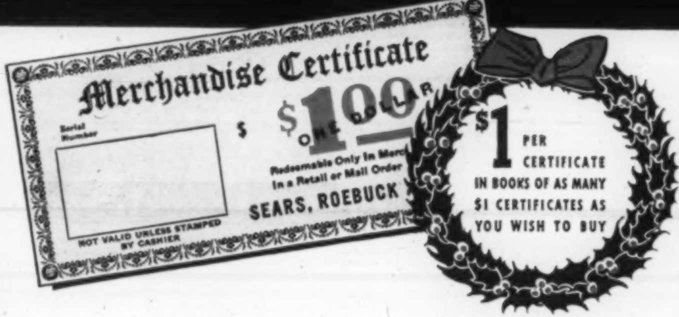
See Sears Big Catalog or Write for Terms Over $200

THIS CHRISTMAS BOOK IS SENT TO YOU EARLY SO YOU CAN SHOP WISELY AND LEISURELY. KEEP IT SAFE, KEEP IT HANDY, USE IT OFTEN

THIS CHRISTMAS • • GIVE

SEARS MERCHANDISE CERTIFICATE BOOKS

AND LET THEM CHOOSE THEIR OWN GIFTS FROM ANY SEARS CATALOG OR RETAIL STORE



Haven't you had the problem of deciding on a gift for someone—without being sure just what they would like—you know how much you want to spend—you want them to have something they need or will appreciate but you can't figure out just what to give them. Well, many of our customers have had that experience. They have asked us if we couldn't give them a merchandise certificate because they did not want to give cash as a present.

So here it is—not cash but as good as cash. Sears merchandise certificates, an ideal present to those who would like to make their own selection of merchandise—and it can be used in any of Sears mail order stores, retail stores, order offices, associated dealers, and agencies located conveniently in almost every corner of the country.

And you'll want to buy them for your own convenience:

For birthdays, weddings and anniversaries.
For bridge, club and party prizes.
To send to children away at school.
To use like cash with mail orders—or retail purchases.
For 100 and 1 other convenient uses.

Sears Merchandise Books are so easy to buy, so convenient to use, you'll want to order a supply for friends, relatives and yourself. Be sure to take full advantage of this new nation-wide Sears service. Order your supply today!

Merchandise certificates are in denominations of $1 each. Books may be purchased containing as many certificates as you wish. Simply tell us how many certificates you want—and the quantity you would like in each book. For example: $10 worth of certificates may be divided into—One $5 book—Two $2 books—One $1 book.

Buy Sears Certificate Books for Cash or on SEARS EASY TERMS

Only $2 Down	**for $10 to $ 17 Worth**
Only $3 Down	**for $22 to $ 30 Worth**
Only $5 Down	**for $30 to $ 40 Worth**
Only $8 Down	**for $85 to $100 Worth**

You may, of course, buy less than $10 worth on Sears Easy Terms when included with your merchandise order. For example: $5 worth of certificates and $5 worth of merchandise. See Table of Terms on facing page.

Put up in attractive book covers. If you desire to have mailed as gifts to other persons we will send the merchandise books, postpaid, in gift envelope with gift card enclosed. Be sure to print name and address clearly, of persons receiving Certificates. Order by catalog number:

171 V 01—Merchandise Certificate. *State quantity and number wanted in each book. Postpaid*..........................each **$1.00**

Not Subject to State Sales Tax when purchased.

MAKE SOMEBODY HAPPY! EVERY GIFT IS A PACKAGE OF HAPPINESS

SHOP EARLY • • MAIL EARLY • • BY PARCEL POST

CHRISTMAS SHOPPING

REDUCED TO ITS SIMPLEST FORM

There is no "Christmas Rush" for the smart people who shop at Sears. For Sears catalogs bring you a store that's never crowded . . . never closed. And in most cases your order is shipped the same day we receive your letter.

Just select the articles you want from this special Christmas Book or any current catalog and fill out an order blank. Be sure to give us complete information: catalog number, quantity, price, shipping weight, and if necessary, state size, color, or any special information requested. For **Parcel Post shipments** include postage as shown in the rate table below. On **freight shipments,** if there is an agent at your station, you pay transportation charges when the goods arrive. If there is no agent, include money with your remittance to prepay the freight. **Express** charges are always paid when goods arrive.

The low prices in this book apply only to orders placed by mail, telephone, telegraph, or at catalog order desk of a Sears Retail Store, Order Office or Agency. If the Federal Government or any State should increase by taxes, or otherwise, the cost or selling price of any merchandise in this catalog, we reserve the right to add any such increased cost to prices in this book. You will *always* save at Sears!

We Guarantee

- **To Save You Money**
- **To Satisfy You Perfectly**

We guarantee that every article in this catalog is honestly described and illustrated.

We guarantee that any article purchased from us will give you the service you have a right to expect.

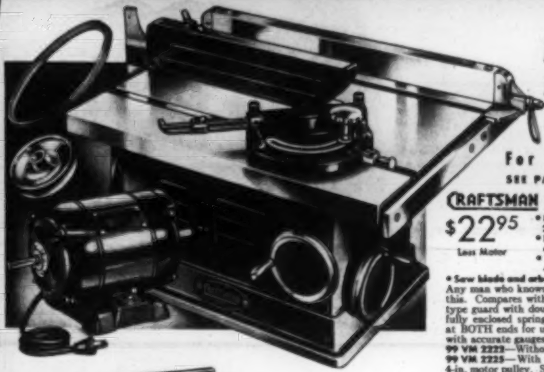
If for any reason whatever you are not satisfied with any article purchased from us, we want you to return it to us at our expense. We will then exchange it for exactly what you want, or will return your money, including any transportation charges you have paid.

SEARS, ROEBUCK AND CO.

SEND A "Package of Happiness" BY PARCEL POST

Figure the total weight of your order in pounds (16 ounces to a pound). Then see the table below for correct amount to include for postage. For example, if your order adds up to 25 pounds and you live in Zone 2, the postage on your merchandise is 35c. If you do not know your postal zone, ask your postmaster or carrier. ***Don't worry about sending too much money for postage—every cent extra is always promptly returned to you.*** **Packages weighing up to 70 pounds can be mailed by Parcel Post. Parcel Post service is fast and economical.**

SHIPPING WEIGHT	Local Zone	Zones 1 and 2 Not Over 150 Miles	Zone 3 151 to 300 Miles	Zone 4 301 to 600 Miles
2 oz. or less	1½c	1½c	1½c	1½c
3 or 4 oz	3c	3c	3c	3c
5 or 6 oz	4½c	4½c	4½c	4½c
7 or 8 oz	6c	6c	6c	6c
9 oz. to 1 lb	7c	8c	9c	10c
1 lb. 1 oz. to 2 lbs	8c	10c	11c	14c
2 lbs. 1 oz. to 3 lbs	8c	11c	13c	17c
3 lbs. 1 oz. to 4 lbs	9c	12c	15c	21c
4 lbs. 1 oz. to 5 lbs	9c	13c	17c	24c
5 lbs. 1 oz. to 6 lbs	10c	14c	19c	28c
6 lbs. 1 oz. to 7 lbs	10c	15c	21c	31c
7 lbs. 1 oz. to 8 lbs	11c	16c	23c	35c
8 lbs. 1 oz. to 9 lbs	11c	17c	25c	38c
9 lbs. 1 oz. to 10 lbs	12c	18c	27c	42c
10 lbs. 1 oz. to 11 lbs	12c	19c	29c	45c
11 lbs. 1 oz. to 12 lbs	13c	21c	31c	49c
12 lbs. 1 oz. to 13 lbs	13c	22c	33c	52c
13 lbs. 1 oz. to 14 lbs	14c	23c	35c	56c
14 lbs. 1 oz. to 15 lbs	14c	24c	37c	59c
15 lbs. 1 oz. to 16 lbs	15c	25c	39c	63c
16 lbs. 1 oz. to 17 lbs	15c	26c	41c	66c
17 lbs. 1 oz. to 18 lbs	16c	27c	43c	70c
18 lbs. 1 oz. to 19 lbs	16c	28c	45c	73c
19 lbs. 1 oz. to 20 lbs	17c	29c	47c	77c
20 lbs. 1 oz. to 21 lbs	17c	30c	49c	80c
21 lbs. 1 oz. to 22 lbs	18c	32c	51c	84c
22 lbs. 1 oz. to 23 lbs	18c	33c	53c	87c
23 lbs. 1 oz. to 24 lbs	19c	34c	55c	91c
24 lbs. 1 oz. to 25 lbs.	19c	35c	57c	94c
25 lbs. 1 oz. to 26 lbs	20c	36c	59c	98c
26 lbs. 1 oz. to 27 lbs	20c	37c	61c	$1.01
27 lbs. 1 oz. to 28 lbs	21c	38c	63c	1.05
28 lbs. 1 oz. to 29 lbs	21c	39c	65c	1.08
29 lbs. 1 oz. to 30 lbs	22c	40c	67c	1.12
30 lbs. 1 oz. to 31 lbs	22c	41c	69c	1.15
31 lbs. 1 oz. to 32 lbs	23c	43c	71c	1.19
32 lbs. 1 oz. to 33 lbs	23c	44c	73c	1.22
33 lbs. 1 oz. to 34 lbs	24c	45c	75c	1.26
34 lbs. 1 oz. to 35 lbs	24c	46c	77c	1.29
35 lbs. 1 oz. to 36 lbs	25c	47c	79c	1.33
36 lbs. 1 oz. to 37 lbs	25c	48c	81c	1.36
37 lbs. 1 oz. to 38 lbs	26c	49c	83c	1.40
38 lbs. 1 oz. to 39 lbs	26c	50c	85c	1.43
39 lbs. 1 oz. to 40 lbs	27c	51c	87c	1.47
40 lbs. 1 oz. to 41 lbs	27c	52c	89c	1.50
41 lbs. 1 oz. to 42 lbs	28c	54c	91c	1.54
42 lbs. 1 oz. to 43 lbs	28c	55c	93c	1.57
43 lbs. 1 oz. to 44 lbs	29c	56c	95c	1.61
44 lbs. 1 oz. to 45 lbs	29c	57c	97c	1.64
45 lbs. 1 oz. to 46 lbs	30c	58c	99c	1.68
46 lbs. 1 oz. to 47 lbs	30c	59c	$1.01	1.71
47 lbs. 1 oz. to 48 lbs	31c	60c	1.03	1.75
48 lbs. 1 oz. to 49 lbs	31c	61c	1.05	1.78
49 lbs. 1 oz. to 50 lbs	32c	62c	1.07	1.82
55 lbs	34c	68c	1.17	1.99
60 lbs	37c	73c	1.27	2.17
65 lbs	39c	79c	1.37	2.34
70 lbs	42c	84c	1.47	2.52



AS LITTLE AS $2 A MONTH STARTS A HOBBY SHOP!

For Sears Easy Terms

SEE PAGE B IN CENTER OF BOOK

CRAFTSMAN 8-Inch Bench Saw

$22.95 Less Motor

- 8-inch combination blade gives 0 to 2½-inch depth of cut.
- Blade raises or lowers to give desired depth of cut.
- 15x18-inch table tilts any angle up to 45 degrees on double trunnions.
- Saw blade and arbor run on precision SKF ball bearings.

Any man who knows fine tools will appreciate a gift like this. Compares with saws selling for up to $36.00! New type guard with double pivot mounting—has splitter and fully enclosed spring loaded kick-backs. Rip fence locks at BOTH ends for utmost rigidity. All controls equipped with accurate gauges. Shpg. wt., 98 lbs.

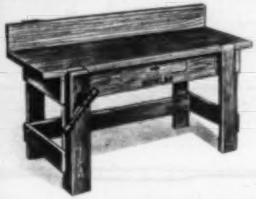
99 VM 2222—Without motor........................$22.95

99 VM 2225—With 99 V 5614 motor (below), V-belt and 4-in. motor pulley. Shpg. wt., 133 lbs...............$34.90

CRAFTSMAN ½-H.P. Condenser Type Motor

Big! Heavy! Strong! Has ½-in. double drive shaft, starting switch, built-in condenser to reduce starting current, New Departure ball bearings. 1750 R.P.M. For 110–120-volt 60-cycle A.C. 8-ft. cord and plug.

99 V 5614—Shpg. wt., 36 lbs.................... $11.95

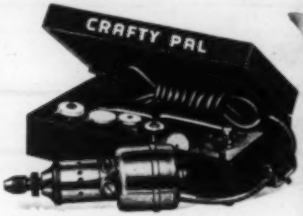


DUNLAP Work Bench

$8.25

The most popular work bench we've ever sold! And no wonder! Massive—rugged—sturdy! It actually weighs 134 pounds! Now reduced to a new low rock-bottom price! Top is 1⅛ inches thick! Every piece of lumber is kiln dried, accurately milled and fitted. Legs are rigidly braced. Big, easy-sliding drawer. Large woodworking vise with bench screw and heavy wood handle. Shipped unassembled to save you freight. Easily and quickly assembled. All you need is a hammer. Nails and instructions for assembling included. Size of top, 26 inches by 6 feet. Height, 32 inches. Shipped freight or express. Shipping weight, 135 pounds.

99 VM 2721.. $8.25

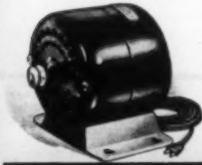


CRAFTY PAL Rotary Tool

$9.95

Here it is! A new model of the famous CRAFTY! The PERFECT gift for any man or boy! Watch him grin when he sees it! Use it for drilling, grinding, carving, polishing, engraving, sawing, sanding, routing, etc. For wood, metal, glass, plastics, or anything that can be machined! 50% more power than rotary tools selling for twice as much! New close coupled design—only 5¹¹⁄₁₆ in. over all. Powerful Universal motor for 110–120-volt A.C. or D.C. (A.C. 20 to 60 cycles). No-load speed, 18,000 R.P.M. With 6 accessories (including grinding wheels, cutter, brush, buffer, and rubber wheel), collet chuck, chuck wrench, socket wrench, replacement brushes, cord and plug.

9 V 2649—Shpg. wt., 2 lbs. 4 oz..................... $9.95



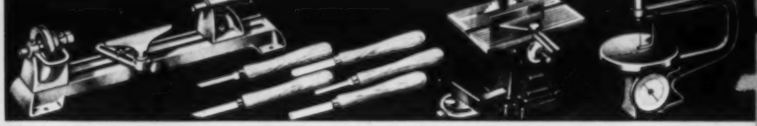
"Junior" Motor

$3.39

A husky electric motor for the "Junior" tools shown below. Has plenty of power to keep them humming. 3400 R.P.M. Has brass pulley for use with rubber drive belt listed below, which must be used with this motor. For 110–120-volt 60-cycle A.C. Cord and plug.

9 V 2725—Shpg. wt., 7 lbs. 6 oz.....$3.39

9 V 2727—Rubber drive belt for use with "Junior" motor listed above. Shipping weight, 2 ounces............7c



"Junior" Lathe

$1.39

Just think of getting a husky woodworking lathe at a price like this! A rugged, sturdy, well-made tool for junior craftsmen! Full 20 inches long over all, with 12-in. capacity between centers, and a 5-in. swing. Bed is made of machined gray iron. Equipped with 2-speed pulley, regular spur and cup centers, and a 5-in. adjustable tool rest. Shpg. wt., 8 lbs.

9 V 2728................................ $1.39

Turning Chisel Set

95c

For use with the "Junior" lathe shown at left. Chisels measure about 10 inches over all. Have strong, hardwood handles with ferrule. Ground steel blades hold a keen edge. Shipping weight, 1 lb. 6 oz.

9 V 2849—Set of 5........95c

"Junior" Bench Saw

$1.98

Any junior craftsman would be glad to own one! Has 5⅛x8½-in. table, adjustable in height; rip fence; miter gauge; shaft extension with collars and nuts for accessories; 4-in. saw blade. Shpg. wt., 8 lbs.

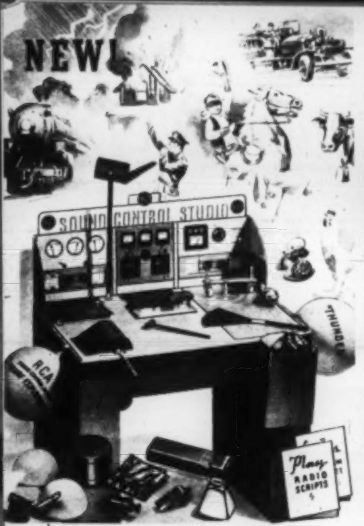
9 V 2729.................$1.98

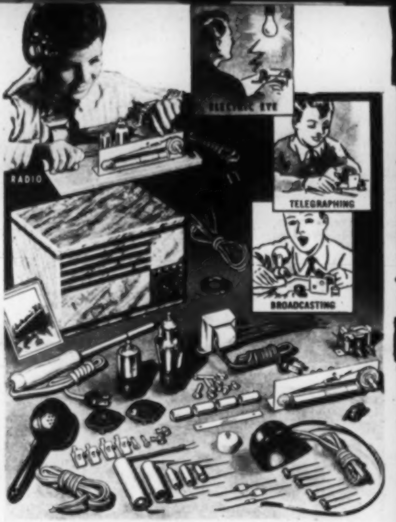
"Junior" Jig Saw

$1.69

No workshop is complete without a jig saw! Use it for all fine work such as model work, cutouts, etc. It's a real power tool! Has a 10-in. throat; 8-in. diameter table; enclosed spring head; rigid cast iron frame. Shpg. wt., 9 lbs.

9 V 2730...................$1.69





New! RCA Sound Effects Studio

$5.49 Build a broadcasting studio at home! Put on plays with the scripts in set with sound effects, and pretend you're on the air. Includes heavy grey cardboard table, 31x25x17 in. deep with control gauges, tuning devices, volume control, other make-believe instruments printed in color on the back panel. Sound effects as follows: 2 balloons for surf noises, explosions and thunder, rain maker, wind machine, closing of doors, cow's moo, train whistle, cellophane for crackling fire, siren, police whistle, fire or train bell, bird whistle, horse hoofs, NBC chimes, door and brake squeak, train exhaust, click of train wheels, door and phone bell. Complete instructions included with set. For Coupling Unit see 79 V 4604 to right.

79 V 4602—Shipping weight, 18 pounds.................**$5.49**

4-In-1 Radio Construction Kit . . 2 Tubes

$6.79 **Regular $8.50 Value. Fellows! Here's no end of fun . . . build a two-tube radio receiving set or a telegraph set** and learn how to send the Morse code, the way real railway telegraphers and radio operators at sea do it. Surprise your friends by cutting in on a radio party **with your own built broadcasting set!** Play jokes or make practical use of the **"electric eye" magic switch** you've made. Think of it! All four can be built, one at a time, with this outfit consisting of ear-phone, microphone, tuning coil, 2 radio tubes, condensers, tuning knob, electric soldering iron, cord and plug, telegraph key, wire, etc. Complete plans to help you build each set. Comes packed in box especially designed for use as your radio cabinet with dial and hole punched for knob and pointer. For 110-volt AC.

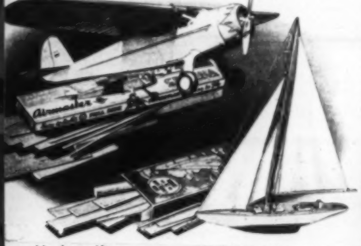
79 V 4603—Complete Kit. Shipping weight, 4 lbs.....................**$6.79**

Radio Coupling Unit with Microphone (Not Shown)

Broadcast sound effects from one room in your own home through the family radio set to another room of the house! Won't your mother and father and friends be surprised when they're sitting listening to a program and they hear strange noises coming through the radio! You can talk to them, too, through the microphone, just as if you were in the room! That's enough to startle anyone! You can use a Radio Coupling Unit with the Sound Effects Studio, 79V4602, at the left, to get your sound effects, or it can be used alone. Either way, you'll have fun galore with it! Complete instructions on how to set up and operate are included. Anyone can hook it up.

79 V 4604—Shipping weight, 1 pound 6 ounces..................... **$6.69**

Buy All Your Toys on Easy Terms



Airplane Kits

47c Up Makes Sky King DeLuxe plane, that will actually fly. **32-inch wing spread.** Balsa wood, paper, glue, etc., with complete instructions included.

49 V 4810—Shpg. wt., 8 oz. . 47c

Cessna Airmaster

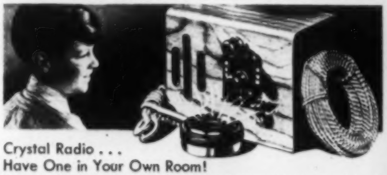
42-in. wing spread Complete with 36x44 in. blueprint and sketches. Balsa wood, paper, glue, instructions.

49 V 4811—Shpg. wt., 10 oz. 89c

Sail Boat Kit

25c **Be a real ship builder.** You can make a 24-inch racing sailboat out of the 13 pieces of Balsa veneer wood. Glue them together with ship-building glue, raise the hardwood masts, and add the sails. All set to go! Complete plans and instructions included for building boat. Shipping weight, 8 ounces.

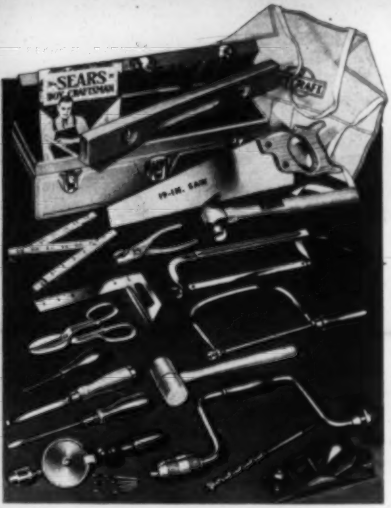
49 V 4819................25c



Crystal Radio . . .
Have One in Your Own Room!

$1.89 Have a radio in your own room to listen to favorite programs. A real radio with good reception up to 35 miles. Earphone included. Attractive solid walnut table model, 5x3⅝x2⅝ in. Imitation speaker. Accurate tuning dial, spring plunger type crystal finder. 70 feet of wire for aerial.

49 V 2301—Shipping weight, 1 lb. 6 oz.....................**$1.89**



25-Piece Tool Kit—Specially Priced

USUAL $7.00 VALUE . . . MAKE BIG SAVINGS!

$3.98

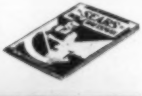
Dad! Here are usable, large size, Manual Training tools to help your boy have a carpenter shop in the basement! He and you will spend hours making shelves, tables, other useful household articles. You'll make lots of toys, too—have as much fun making them as he will playing with them later! Won't you enjoy teaching good workmanship in this easy, fun-full way?

This is the tool set to fill the bill! Priced low at Sears—and look at the pieces you get—all packed neatly into the **20x6x5-in.** embossed, red enameled **metal chest, with lock and key, alone worth $1.00.** 19-in. saw with tempered steel blade, 13½-in. brace, with chuck, ½-in. auger bit, 6½-in. block plane, 12-in. hammer, 18-in. plumb and level, screwdriver, 4-ft. folding rule, 7½-in. metal try-square, ½-in. wood chisel, scroll saw with handle, awl, 5-pocket apron, wood mallet, pliers, hand drill with 5 extra drills, tinner's snips and hack saw. They're solid, durable **American made** tools—Not one is cheap and unsubstantial. Our big new plan book, (below) included. Mailable.

79 V 7224—Complete 25-Piece Tool Kit. Shpg. wt., 13 lbs **$3.98**

Included with 79 V 7224 and 79 V 7223

Tool Kits on This Page



Sears Boy Craftsman. Beautiful book in 2-colors. 32 pages of plans, drawings, detailed instructions on how to build dozens of fascinating household pieces and toys. Every plan is complete—all you have to do is follow it exactly.

Sears Boy-Craft Electric Saw . . . It's Safe!

$4.45

The safest kind of saw for boys—its vibrating action, self-contained magnetic power avoids the use of a motor. Still it's strong enough to cut wood or bakelite. The little mechanic can make hundreds of interesting things. All steel construction, rubber feet, 12½ inches overall front to back, 8 inches high. Electric cord with plug—extra blades. Portable. Needs no oiling. For 60 cycle, 110-120-volt, A.C. current. Shipping weight, 7 pounds. Mailable.

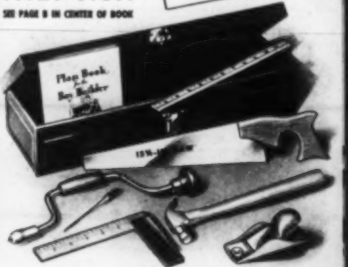
79 V 7234—Safe Boy-Craft Electric Saw **$4.45**

Add Tools to Your $10 Easy Terms Order

SEE PAGE 8 IN CENTER OF BOOK

Why Sears Tools Are the Best

Sears began to assemble their own tool chests 20 years ago because manufacturers could not supply us with tools that came up to Sears standard. Regardless of price, every tool is chosen for Quality, Practicality, Utility rather than large size. Our bargain set, of course, has less expensive tools, yet each is usable.

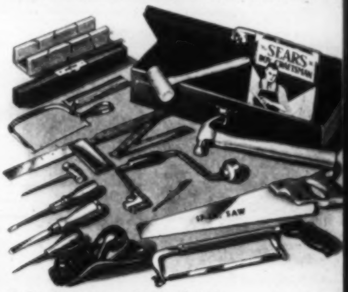

Plan Book for Boy Builder
15½-IN. SAW

Bargain 9-Pc. Tool Kit—$1.50 Value

$1.00

Real fun for the little fellow. Substantial **American made** pieces in a big, **18x6x3⅝-in.** blue enameled, embossed steel chest, **alone worth 50c.** Just the size for the beginning carpenter—he can bang it, throw it around to his heart's content. Inside is a 15¼-in. saw, 12-in. brace with wood handles, gimlet bit, 5-in. metal plane with adjustable blade, hammer, 7-in. wood try square, 12-in. ruler, and a 16-page instruction book. Mailable.

79 V 7221—Complete 9-Pc. Kit. Shpg. wt., 6 lbs **$1.00**



19 Quality Pieces—Value $4.00

$2.49

Here's a real bargain in an **American-made tool kit** with the kind of tools he can use for odd jobs around the house, or have hours of instructive fun making furniture or toys. He'll learn lots—while he's learning, he'll be playing to his heart's content. All the neighbor children will want to help him. So will his Dad. The big new plan book has pages of information and drawings to use in building. Includes nicely embossed green enamel metal chest, **18x6x3⅝ in.,** 17-in. saw with handle, 10¼-in. brace, gimlet bit, 6½-in. block plane, 11¾-in. hammer, 12-in. spirit level, 7½-in. metal try-square, screw driver, wood miter box, wood chisel, scroll saw, awl, 3-ft. rule, wood mallet, wood handle gimlet, 3 extra saw blades, hack saw. Mailable.

79 V 7223—Complete 19-Pc. Kit. Shpg. wt., 9 lbs **$2.49**

START A HOBBY THIS MERRY CHRISTMAS

Use Sears Easy Terms—Add These Toys to Your $10 Easy Payment Order

See Page 8 in Center of Book

Famous Erector Sets at Big Savings

It's very fascinating to build the many wonderful models possible with the better Erector set. When you have built the locomotives, portable steam plants, derricks that lift, trucks that really run, and other intricate models, you will feel very close to being a real engineer. Pieces of all sets are interchangeable. "How to Make 'Em" book with each set.

~~$20~~ **GIANT POWER PLANT SET With 110-120-Volt Electric Motor** $14.95

Builds over 200 working models, including giant power plant. Universal AC or DC motor with reverse speed control. No batteries or transformers needed. Automotive parts, electric lifting magnet, disc wheels, 2 boilers, girders, gears, pinions, fly wheel, etc. Steel cabinet.

79 V 4607—Shipping weight, 28 pounds........$14.95

~~$15.00~~ **Super Automotive Set With 110-Volt Motor** $11.98

Builds over 180 action models. Gear box, wheels, boiler, automotive parts for trucks, fire engines, tow cars, cranes, trench diggers.

79 V 4785—Shipping weight, 19 lbs.......$11.98

~~$7.95~~ **110-Volt Electric Motor Erector Set** $6.79

Builds over 125 models—locomotives, etc. No batteries or transformers needed. Brass trimmed steel cabinet, 17¼x9¼ in. wide.

79 V 4783—Shipping weight, 12 lbs.......$6.79

~~$2.50~~ **Big Girder Erector Set Builds 75 models** $1.98

Girders, red wheels. Colored box, 18x10x⅝ in.

49 V 4781—Shipping weight, 4 lbs.........$1.98

~~$10.00~~ **Electric Lifting Magnet Erector Set—110-V. Motor** $8.79

Builds over 160 large action models. Airplanes, derricks, etc. Enameled brass trimmed steel cabinet, handle; size, 18⅛x10⅛x2⅝ inches.

79 V 4784—Shipping weight, 16 lbs........$8.79

~~$5.00~~ **Famous Battery Motor Erector Set** $3.98

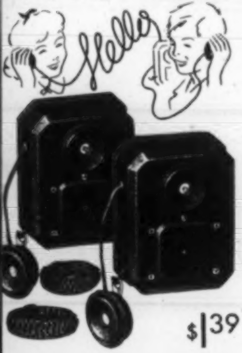
Builds 100 models. Motor runs on dry cells or transformer. Reversible gear box. Lithographed box, 18x10x2⅝ inches.

79 V 4780—Shipping weight, 6 lbs.........$3.98

~~$1.00~~ **Beginners' Set Builds 50 models** 79c

Pulleys, wheels, girders. 11⅛-in. colored box.

49 V 4786—Shipping weight, 2 lbs..........79c



$1.39

Low Price 2-Way Phone

Talk up to 100 feet away—from room to room or from house to barn. 2 Black, rust-resistant finish, steel phones, 6x4⅝ inches. Switch operates signal coil. 2 dry cell batteries and 100 ft. of bell wire are included. Fun for the kiddies, practical for grown-ups.

49 V 4605—Shpg. wt., 7 lbs.........$1.39

Every Gift Is
a Package of
Happiness

MICROSCOPE
WITH ORDINARY LENS
WITH POLAROID LENS

Save on Chemcraft

$1.79 **$2.00 Outfit.** Over 260 experiments. Outfit contains 35 chemicals and pieces of apparatus. 2 manuals. Hinged cardboard box, 17½x12x1½ in. Shipping weight, 3 pounds.

79 V 4733—Regular $2 Set....$1.79

Larger Chemcraft Set

$4.45 **$5.00 Outfit.** 496 experiments. Set includes 62 chemicals and pieces of apparatus. Alcohol Lamp, Blow Torch for glass blowing, etc. Large laboratory type wood cabinet with hinged cover; 37x13⅝ in. open. 2 manuals. An interesting and instructive gift. Shipping weight, 6 pounds.

79 V 4734—Regular $5 Set................$4.45

$10 Professional Chemcraft—For the advanced student. A real laboratory set with 101 chemicals and pieces of apparatus. 4 manuals; 639 experiments including chemical magic and electrolysis. Wood cabinet, 42x11¼ in. when open.

79 V 4742—Deluxe $10 Chemcraft. Shipping weight, 10 lbs................ $8.98

Polaroid Microscope Sets

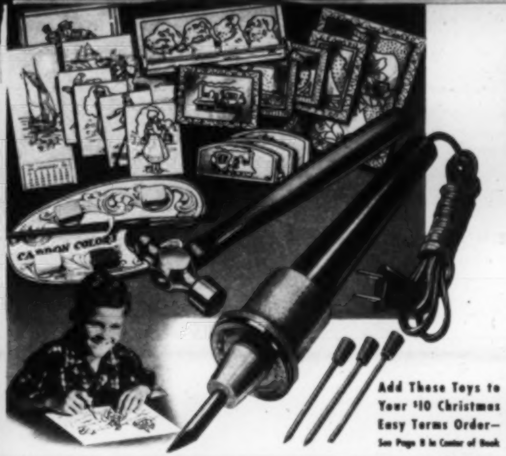
$3.19 Up

Lens shows actual color and structure of objects of the invisible world. Electric sub-stage light strongly sets off objects. Microscope has 3 lenses, 50-90-210 powers. 38 pieces apparatus, including adjustable mirror, slides, needles, chemicals, magnifying glass, specimens, etc. 213 experiments.

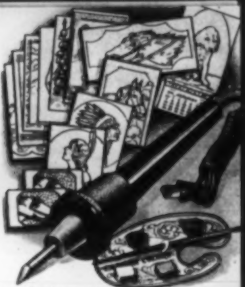
49 V 4746—Shipping weight, 4 lbs. 12 oz....$4.48

200 Power microscope with tilting device; sub-stage electric light; 21 pcs. of equipment, manual, etc.

49 V 4745—Shipping weight, 2 lbs. 8 oz.......$3.19



Add These Toys to Your $10 Christmas Easy Terms Order—
See Page 8 in Center of Book



17-Pc. Wood Burning Set

$1.25 Value. Includes wood burning pencil, bakelite handle, cork grip, Underwriters approved. For 110-volt A.C. or D.C. Basswood plaques—7x3½ in. and two 4½x3½ in. 4-pc. bookend set. Six 6x3½-in. postcards. Palette with 4 paints, brush. **79c**

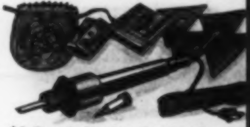
49 V 4612—Shipping wt., 1 lb. 3 oz...79c

$~~2.25~~ VALUE 22-Pc. Wood Burning and Tapping Set $1.69

BIG 2-IN-1 COMBINATION

Two sets in one—combining the fun of wood-burning with all the decorative possibilities of metal tapping! Double the fun of an ordinary set! It's easy to get beautiful results. Wood burning **set has electric pencil with bakelite handle, cork grip, approved by Underwriters.** Operates on 110-volt A.C. or D.C. Plaques are 3-ply selected Basswood, with outline designs. Four plaques size 4½x3½ in.; calendar plaque 9x3½ in.; Tie Rack 9x3½ in.; 3-pc. letter holder set, 1 plaque 7x5 in. and one 8½x6½ in. Tapping set has 5 plaques with metal centers—4 plaques are 5x3½ in., one is 8½x6½ in. Ball pein hammer, and three tapping tools, with rubber heads. Complete with palette of 4 paints, brush, supply of nails and sandpaper.

49 V 4613—22 Piece Combination. Shipping weight, 3 pounds.....$1.69



$2 Electric Leather Burning Set

Includes leather burning pencil with extra tip for printing on foil, one roll each of silver and gold color foil. Leather pcs. are: marble pouch, 6x4½ in. with drawstring; key case, 5½x3½ in. to hold 6 keys; pocketbook, 8x3 in.; 4 blotter corners, 2½x5¼ in. **$1.69**

49 V 4614—Shpg. wt., 1 lb. 10 oz.....$1.69

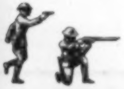
Extra Plaques for Wood Burning

Set of five 3-ply Basswood plaques with different designs. Includes following sizes:

1—8½x6½ in. 1—9x3½ in. 1—3½x11 in.
1—7x5 in. 1—5x3½ in.

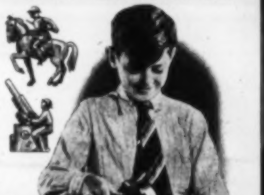
You'll want extra plaques when you see what fun wood burning is. Order them now — have them on hand. Shipping weight, 1 pound.

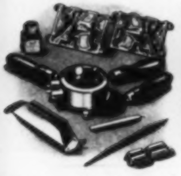
49 V 4615—5 Plaques.....19c



MAKE YOUR OWN TOYS

BIG SAVINGS AT SEARS ON ELECTRIC CASTING SETS . . .

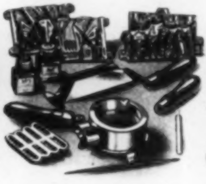




$1.25 Bargain Set

Mould to make 3 figures —1 soldier 1⅝ in. high and 2 soldiers 3 in. high, at one time. 1 candle, 1 bottle of paint, 1 paint brush, 1 **electric stove**, 1 mould clamp, 4 pigs of lead. Handles to hold mould and stove. Shipping weight, 3 pounds. **89c**

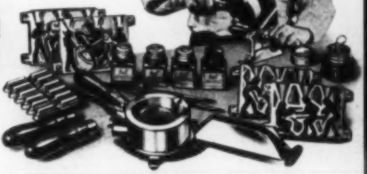
49 V 4620.....89c



Popular Price Set

2 moulds to make 7 soldiers in different fighting positions, 2 in. and 2¼ in. high. Also 4 bullets. **Electric stove**; smoking candle, brush, 2 bottles of paint, 1 mould clamp, 3 handles for moulds and stove, 8 pigs of lead. Shipping weight, 4 pounds 8 ounces. **$1.69**

49 V 4621.....$1.69



Deluxe Set—Usual $3.50 Value!

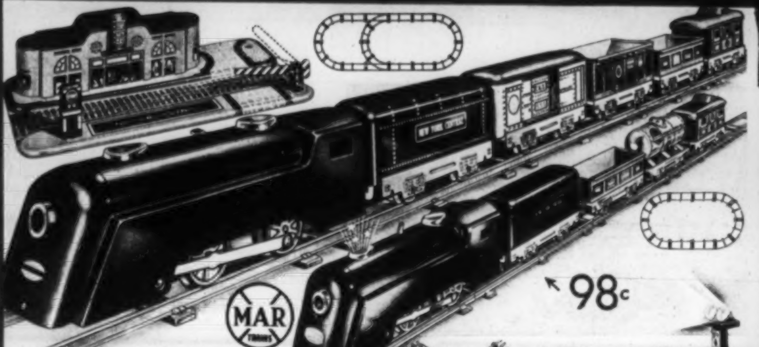
2 large bronze-plated moulds make 6 large soldiers; three 2½ in. and three 2¼ in. high. **Electric stove**; 4 bottles of paint, 2 brushes, 12 large pigs of lead, 1 mould smoker. 3 handles and clamp for moulds. **$2.59**

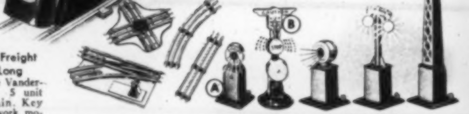
49 V 4622—Shipping weight, 5 pounds 8 ounces ..

EXTRA MOULDS. Shipping weight, 2 pounds. Each 57c

49 V 4771	49 V 4788	49 V 4896
3 Fighting Yanks	**Three Sky Pilots**	**Four "G" Men**

49 V 4708—EXTRA LEAD. 36 pigs. Shpg. wt., 2 lbs. 8 oz..27c





MARX MECHANICALS

Freighter, Station, Switches Reversible Engine

$1.98 That's Real fun operating **your own 42-in. 6-unit freight train.** Switch the reversible steel mechanical engine and brightly colored cars in the inner circle. Switch around, pick them up again. Key wind clockwork motor, brake, bell, reverse lever. 12 in. metal station with crossing gate you can raise and lower; dummy stop signal. 16 sections of track form ovals 144 and 75 in. around.

49 V 5923—Shpg. wt., 6 lbs. . . . **$1.98**

Extra Track for Marx Mechanical Trains

49V6001-Straight. **49V6002**-Curved Shpg. wt., 13 oz. 4 pieces **19c**

Sparkling Freight 35 Inches Long

Commodore Vanderbilt 35 in. 5 unit freight train. Key wind clockwork motor engine. Throws sparks; bell that rings. Colored metal cars: tender, gondola, tank car, and caboose. Oval track, 102 in. around. Shpg. wt., 4 lbs. 6 oz.

49 V 5904. . . . **98c**

49 V 6006—2 extra flints. Shpg. wt., 2 oz. **10c**

Marx Track

Electric "O" gauge train. Shpg. wt., 10 oz.

49V6010-Straight

49V6011-Curved. 4 pieces. **39c**

49 V 6013—Crossover. Shpg. wt., 8 oz. **49c**

49 V 6034-Hand Switches. Pair, left and right, for Marx electric trains. Shipping weight, 1 pound. **$1.89**

Circuit Breaker

Ⓐ Breaks circuit if shorted, lever reopens circuit. Steel. Shpg. wt., 1 lb.

49 V 6018. . . . . . **94c**

Ⓑ 7½-inch Steel Bell Signal. Plate fits under track—when train nears, bell starts ringing and arm swings. Shipping wt., 1 lb.

49 V 6016. . . . . . **94c**

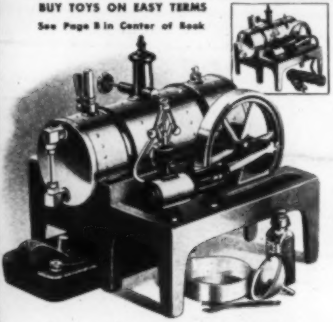
Save 77 Cents

Have more fun with your electric train—and at the same time save 77 cents. These three accessories usually cost $1.77. Set includes Twin Lighted Station Lamp Post; Flood Light Tower; Crossing Warning Signal, all realistically shaped and colored. Shipping weight, 2 pounds 6 ounces.

49V6028— Set of Three. . . . **$1.00**

BUY TOYS ON EASY TERMS

See Page 8 in Center of Book



Famous Weeden Steam Engines

REVERSIBLE, HORIZONTAL TYPE

$3.98 Alcohol

• Nickel-plated fly wheels. Double-action reversible cylinders. Safety valve. Whistle. Water gauge. Brass boiler. Bright red iron furnace.

$5.98 Electric

Alcohol Burning

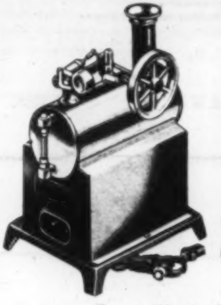
(Large view). A real power plant to operate your toy machinery. Red iron base, polished brass boiler. Complete with 3 wick burners. Size, 6x5⅝x6⅝ in. long.

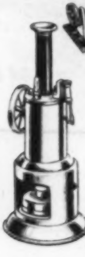
49V6314-Shpg. wt. 5 lbs. **$3.98**

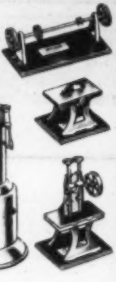
Electrical Engine

(Small view.) For 110 volt A.C. or D.C. Listed by Underwriters Laboratories. Porcelain set heating unit. 6 ft. cord. Size, 6x5⅝x6⅝ in. long. Red base. Shpg. wt., 7 lbs.

49 V 6316. . . . . **$5.98**







Famous Weeden Steam Engines

$3.75 Value—Electric

Big enough to handle toy belt jobs of any kind and run the machine shop pictured at the right. Listed by Underwriters' Laboratories for 110-120 Volt A.C. and D.C. Porcelain set heating with detachable 6-ft. cord. Bright red steel fire box. Polished brass boiler and trimmings. Nickel plated balance wheel. Lever safety valve. Size, 9x5⅝x4⅝ in. Shpg. wt., 4 lbs.

49 V 6310. . . . . **$2.98**

Alcohol Burner

$1.25 Value! Here's a Weeden alcohol burning, 11-inch, upright steam engine that will give you lots of fun running your machinery and home-made toys. 2½-inch nickel-plated fly wheel; bright red enameled fire box; metal base. Boiler made of blued steel. Realistic whistle that toots. Heats quickly. Shipping weight, 1 pound 5 ounces.

49 V 6301. . . . . . **98c**

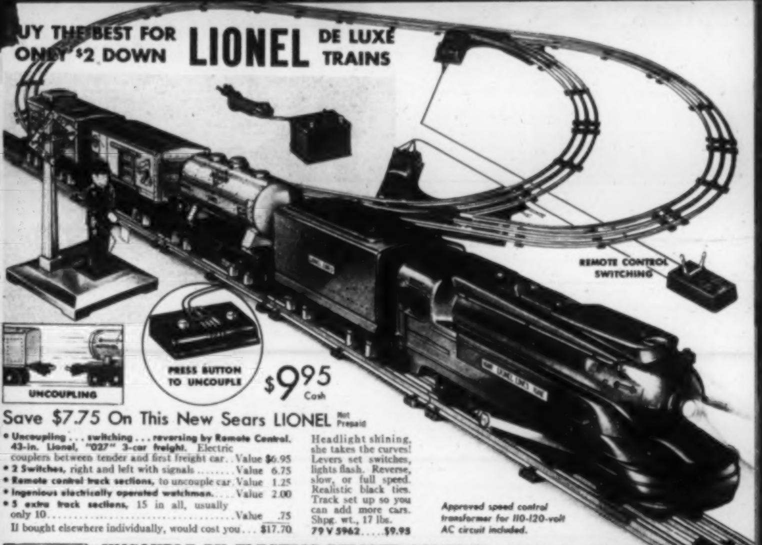
Own a Machine Shop

You can open your own play machine shop with this toy machinery. Hook your own tools up to the four pulley shafting 6½x3½x2⅝ in. and watch them actually work. Listen to that bench saw buzz. Watch the trip hammer work, like a real machine shop. Just the thing for cold winter days. Have Dad include a set with his easy payment order. Shpg. wt., 1 lb. 6 oz.

49 V 6302. . . . . **79c**

MANY MORE TRAIN AND TOY VALUES IN SEARS GENERAL CATALOG

BUY THE BEST FOR ONLY $2 DOWN LIONEL DE LUXE TRAINS



$9.95 Cash

Save $7.75 On This New Sears LIONEL Not Prepaid

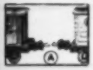
• **Uncoupling . . . switching . . . reversing by Remote Control. 43-in. Lionel, "027" 3-car freight.** Electric couplers between tender and first freight car	Value $6.95
• **2 Switches,** right and left with signals	Value 6.75
• **Remote control track sections,** to uncouple car	Value 1.25
• **Ingenious electrically operated watchman.**	Value 2.00
• **5 extra track sections,** 15 in all, usually only 10	Value .75
If bought elsewhere individually, would cost you	$17.70

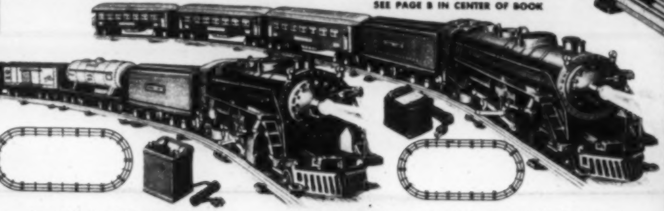
Headlight shining, she takes the curves! Levers set switches, lights flash. Reverse, slow, or full speed. Realistic black ties. Track set up so you can add more cars. Shpg. wt., 17 lbs.
79 V 5962.....**$9.95**

Approved speed control transformer for 110-120-volt AC circuit included.

UNCOUPLE BY ELECTRIC REMOTE CONTROL—ONLY $2 DOWN

SEE PAGE 8 IN CENTER OF BOOK





To Uncouple a Car, Press Control Button. Electric Device in the Car Lifts the Coupler and the Cars Part. See (A) Above.

Whistling Uncoupling Lionel "027" Freighter

$16.50 Cash With Whistle

44-inch train. Latest 6-wheel drive locomotive with fascinating driving gear-action. Built in realistic Railroad Whistle. Remote control, electric couplers on tender and cars. Track forms oval 27x43 in. Includes 110-volt 60-cycle A.C. circuit transformer.

Whistling 5-Unit Freight with Underwriters' approved 60-Watt long life Transformer with control for whistle.
79 V 5992—Postpaid.....**$16.50**

Popular 5-Unit Freight. Same train with transformer and without whistle. This transformer not equipped with whistle controller.
79 V 5991—Postpaid......**$12.75**

Illuminated Pullmans in 52-in. Lionel "O" Gauge!

$13.75 Cash Without Whistle

Latest design fast steam-type locomotive hauls 3 12-in. illuminated Pullman cars you can uncouple by remote control. Cars heavy gauge steel, embossed. 9 sections of track—40x30 inch oval. Remote control operation. Transformer not included, see 49 V 6054 below, made especially for Sears by Lionel.

Whistling 5-Unit Passenger
Built-in remote control whistle and whistle controller.
79 V 5997—Postpaid.....**$17.50**

Without Whistle
Other features same. 5-unit passenger train.
79 V 5996—Postpaid.....**$13.75**

Electric Lionel "O" Gauge Track 40c

Shipped Postpaid.
For Lionel "O" Gauge Trains
49 V 6008—Straight. 2 for. **40c**
49 V 6009—Curved. 2 for. **40c**
For "027" Lionel Jr. Trains
49 V 6003—Straight. 2 for. **30c**
49 V 6004—Curved 2 for **30c**

New! "027" Remote Control Switches $6.75

Electric red and green signals, right and left for all Lionel "027" (Junior) trains. Switches add fun to your train—remote control makes you feel like a real engineer. Neither costs much at Sears. Two in each set.
49 V 6048—Set Postpaid....**$6.75**

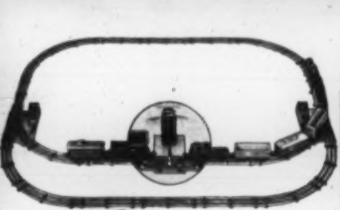
Sears Electric "O" Gauge Switches $6.95 Pr.

The more switches the more fun you'll have with your train. Swivel rail and signal light are turned by means of a lever. Whole switch assembly is 10½ in. long. Each set contains a pair, one right hand, one left.
49 V 6053—Pair Postpaid..**$6.95**

Approved Transformer $2.98 Not Prepaid

75 Watt—110-120 Volt A.C. **Made for Sears by Lionel,** proof of quality. For trains operated on 50 to 60 cycle AC circuit. Use to regulate speeds, illuminate accessories. 7 to 22 volt steps.
49 V 6054—Shpg. wt., 4 lbs.**$2.98**

ONLY $2 DOWN



Uncoupling Cars by Remote Control

Imagine the fun of being a switchman able to automatically uncouple any cars you want by just pressing a button on a panel. Other buttons on the same panel throw the switches so you can park your cars on the siding or change their position without touching them.

Use Sears Easy Terms to Buy the Best . . .

SEE PAGE 8 IN CENTER OF BOOK

MAR
TERMINAL

CANADIAN PACIFIC

New Peak in Automatic Coupler Train Values

REMOTE CONTROL SWITCHING, UNCOUPLING, REVERSING

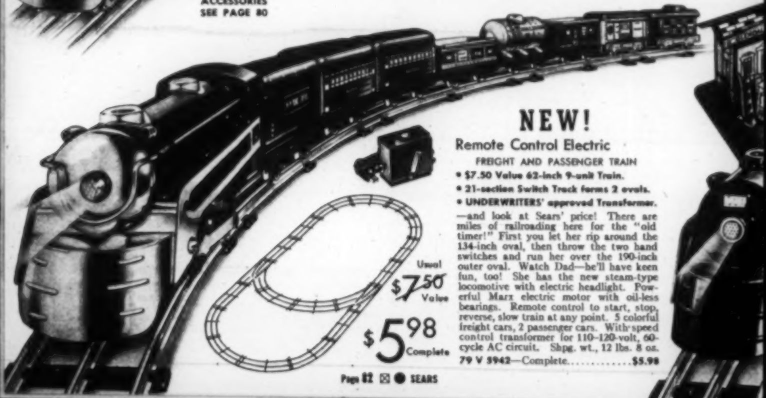
54-in. Train with New Steam Type Engine. OVER 50 PIECES. Colored box easily set up into a Station with an unloading platform. **The greatest coupler train value Sears ever offered!** Sit at the controls of a combination passenger and freight train, direct it backward, forward, slow, fast, and throw the remote control switches all without touching the train! Uncouple cars by remote control while the train is moving! Automatic cars couple again by mere contact. And look at the cars—each one life-like, each one crammed with hours of fun! New piston-action locomotive, dairy car with milk cans, grocery car with food boxes, barrel car with barrels, coal car with candy coal, and passenger car. Load, unload at the big station platform with its steel benches, 2 hand trucks. 21 sections track, 6 cars, 2 remote control switches. Track forms large oval about 197 inches and small oval about 137 inches around. Button control panel. Speed control, Underwriters' approved, 110-120-volt, 60-cycle AC transformer.

79 V 5943—Complete. Shipping weight, 14 lbs. 8 oz. **$9.98**

$9^{98}

Complete Coupler Train With Switch Track

FOR ELECTRIC ACCESSORIES SEE PAGE 80



NEW!

Remote Control Electric

FREIGHT AND PASSENGER TRAIN

- **$7.50 Value 62-inch 9-unit Train.**
- **21-section Switch Track forms 2 ovals.**
- **UNDERWRITERS' approved Transformer.**

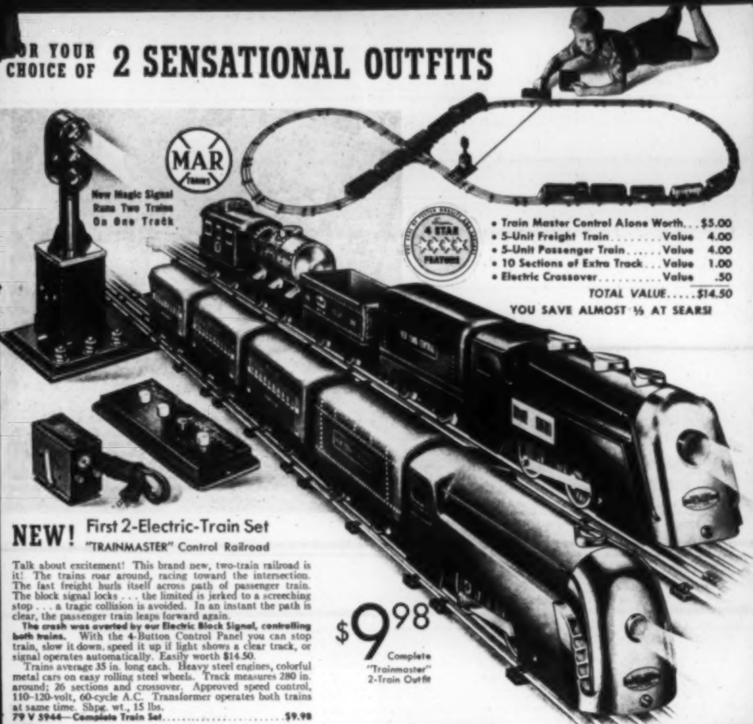
—and look at Sears' price! There are miles of railroading here for the "old timer!" First you let her rip around the 134-inch oval, then throw the two hand switches and run her over the 190-inch outer oval. Watch Dad—he'll have keen fun, too! She has the new steam-type locomotive with electric headlight. Powerful Marx electric motor with oil-less bearings. Remote control to start, stop, reverse, slow train at any point. 5 colorful freight cars, 2 passenger cars. With speed control transformer for 110-120-volt, 60-cycle AC circuit. Shpg. wt., 12 lbs. 8 oz.

79 V 5942—Complete. **$5.98**

Usual ~~$7^{50}~~ Value

$5^{98} Complete

OR YOUR CHOICE OF 2 SENSATIONAL OUTFITS



• Train Master Control Alone Worth		$5.00
• 5-Unit Freight Train	Value	4.00
• 5-Unit Passenger Train	Value	4.00
• 10 Sections of Extra Track	Value	1.00
• Electric Crossover	Value	.50
TOTAL VALUE		$14.50

YOU SAVE ALMOST ½ AT SEARS!

NEW! First 2-Electric-Train Set

"TRAINMASTER" Control Railroad

Talk about excitement! This brand new, two-train railroad is it! The trains roar around, racing toward the intersection. The fast freight hurls itself across path of passenger train. The block signal locks . . . the limited is jerked to a screeching stop . . . a tragic collision is avoided. In an instant the path is clear, the passenger train leaps forward again.

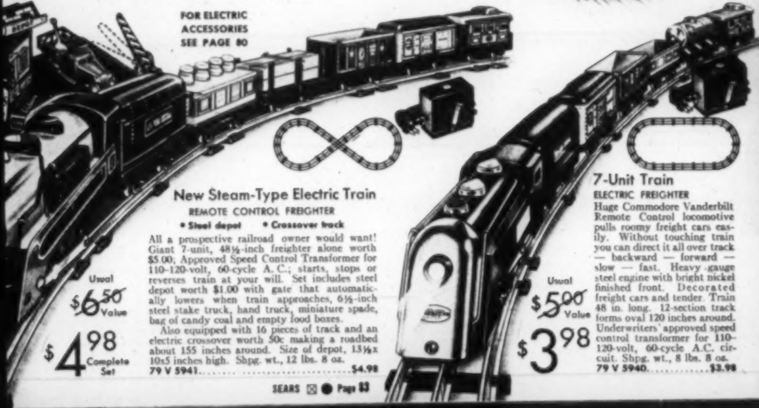
The crash was averted by our Electric Block Signal, controlling both trains. With the 4-Button Control Panel you can stop train, slow it down, speed it up if light shows a clear track, or signal operates automatically. Easily worth $14.50.

Trains average 35 in. long each. Heavy steel engines, colorful metal cars on easy rolling steel wheels. Track measures 280 in. around; 26 sections and crossover. Approved speed control, 110-120-volt, 60-cycle A.C. Transformer operates both trains at same time. Shpg. wt., 15 lbs.

79 V 5944—Complete Train Set..........$9.98

$9.98 Complete "Trainmaster" 2-Train Outfit

FOR ELECTRIC ACCESSORIES SEE PAGE 80



New Steam-Type Electric Train

REMOTE CONTROL FREIGHTER

• Steel depot • Crossover track

All a prospective railroad owner would want! Giant 7-unit, 48½-inch freighter alone worth $5.00; Approved Speed Control Transformer for 110-120-volt, 60-cycle A. C.; starts, stops or reverses train at your will. Set includes steel depot worth $1.00 with gate that automatically lowers when train approaches, 6½-inch steel stake truck, hand truck, miniature spade, bag of candy coal and empty food boxes.

Also equipped with 16 pieces of track and an electric crossover worth 50c making a roadbed about 155 inches around. Size of depot, 13⅛x10x5 inches high. Shpg. wt., 12 lbs. 8 oz.

79 V 5941..........$4.98

Usual ~~$6.50~~ Value

$4.98 Complete Set

7-Unit Train

ELECTRIC FREIGHTER

Huge Commodore Vanderbilt Remote Control locomotive pulls roomy freight cars easily. Without touching train you can direct it all over track — backward — forward — slow — fast. Heavy gauge steel engine with bright nickel finished front. Decorated freight cars and tender. Train 48 in. long. 12-section track forms oval 120 inches around. Underwriters' approved speed control transformer for 110-120-volt, 60-cycle A.C. circuit. Shpg. wt., 8 lbs. 8 oz.

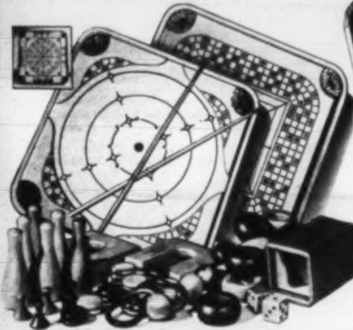
79 V 5940..........$3.98

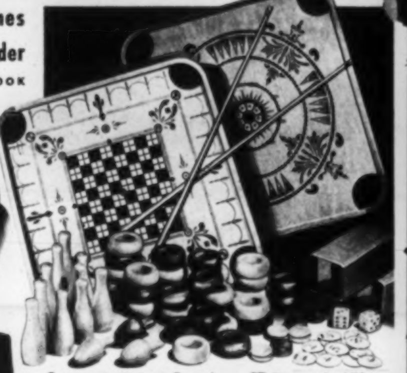
Usual ~~$5.00~~ Value

$3.98

Include Plenty of Games on Your Easy Terms Order

SEE PAGE 8 IN CENTER OF BOOK





Carrom Archerena Board . . . 57 Games in All!

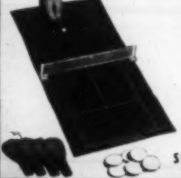
$4.48 Play Carroms, Crokinole, Pool, Checkers, Backgammon, etc. Veneer board, 28⅛ inches square; 4 net pockets. Two 25¼ inch cues. 30 Carrom rings, 15 numbered discs, 10 tenpins, 3 wood tops, backstop, dice box, 2 dice, 3 flies.

79 V 489—Rules; cloth bag for equipment. Shpg. wt., 11 lbs......**$4.48**
49 V 480—30 Hardwood Crokinole and Carrom Rings. Shpg. wt., 8 oz. **23c**

New 100-Game Carrom Board

$6.89 *The only game ever made with 4 playing surfaces*—crokinole panel can be removed enabling two groups to play at once. Play Carrom, Checkers, Crokinole, Backgammon, many others. 140 pieces. Board 28⅛ in. sq., hardwood rims, 3-ply hardwood veneer panels. Carrom side has green felt cushions. Reversible net pockets.

79 V 490—Complete with rules for all games. Shpg. wt., 15 lbs. . **$6.89**
49 V 491—Extra Set of 2 Carrom Shooters. Shpg. wt., 4 oz. **2 for 50c**



Popular Tiddle Tennis

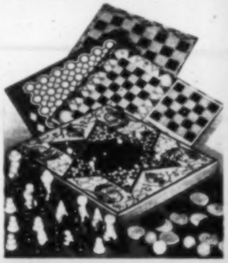
25c Remember Tiddly Winks? And what fun it was! Well, this brand new game is twice as much fun! A combination of Tiddly Winks and Tennis, played on 18x10-inch miniature felt tennis court marked off with neat white lines. Game comes completely equipped with net, racket chips and ball chips. Shipping weight, 8 ounces.

49 V 206........................**25c**

15-Game Library

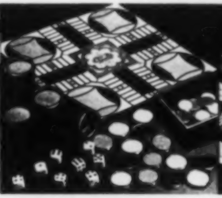
89c Just think! 15 different games every one can play. Hours of fun for the whole family at little cost. Just look at the list of games you get: Chinese Checkers, Chess, Chab, Foregammon, Avion, Yumph, Polycheck, Fox and Geese, Bang-O, Pick-Me-Up, Merelles, Checkers, Chunga, Tigh, Py-Hy-Ky, Hours of Fun, Mehides, Marbles, Counters, Chessmen, Rules. Shipping weight, 3 lbs. 6 oz.

49 V 211...............**89c**



SEE OUR BIG CATALOG FOR MANY MORE GAMES

WHAT'S MY NAME?



SHOOT-A-LOOP

What's My Name?

89c Famous Radio program made into rollicking party game. You get clues to prominent people—then you try to guess their names. 96 clue cards, play money, novel timing device. Colorful box. Shpg. wt., 1 lb. 12 oz.

49 V 260...............**89c**

Ever-Popular Parcheesi

83c Play this old favorite. Fun for grown-ups as well as the children. Throw doubles, and win extra turns. Watch those safety numbers! Folding board, 15⅝ inches square; 4 dice cups, 8 dice, etc. Directions for playing. Box, 16⅛x8¼ inches.

49 V 101—Shpg. wt., 2 lbs..........**83c**
49 V 106—Jr. Box Edition Size 14x12⅝ in. similar to above. Shpg. wt., 1 lb. **25c**

Big 6-Game Assortment

35c All for the price of one! 5 Card games, including Authors, Old Maid, Slap Jack, Animal Running, and a Crossword letter game. You can also play an exciting board game called Indian Backgammon. Fun for four people at once! Excitement will be high! Played on a 12½x12½-inch surface with 16 playing men in 4 brilliant colors; spinner.

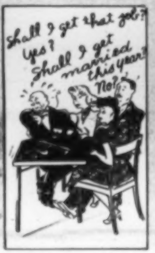
49 V 210—Shipping wt., 10 oz........**35c**

Shoot-A-Loop

23c Pull the plunger, away goes the marble, up and around a perfect loop-the-loop, falling into a numbered pocket, or returning for a second shot. All metal, brightly colored. Loop 2¼x8x9 in. 4 glass marbles. Shpg. wt., 1 lb. 2 oz.

49 V 209..................**23c**

Voodoo THE LATEST RAGE... KNOWS ALL THE ANSWERS


Shall I get that job?
Yes?
Shall I get married this year?
No?

5
200
100
50
25
5

Voodoo . . . The Mysterious Talking Table

$1.88 **Is it magic? You decide that for yourself.** Three or four players place relaxed hands over the hand diagrams on the table top. They close their eyes and chant "Voodoo" in unison. Then, mysteriously, the table will tilt back on its two base legs. This is the sign that Voodoo is in the mood to answer your questions. The mystic Voodoo table taps out its answers by lowering its front leg to the floor, once for "yes" and twice for "no." After each answer Voodoo resumes its tilted position—ready for another question. **Overall 28¼x26 inches high by 26 inches wide.** Complete instructions.

79 V 270—Shipping weight, 6 pounds **$1.88**

2-in-1 . . . Throw Darts or Shoot

89c One side of 16½-in. square board has a cork target for darts, the other side a big bull's-eye, to shoot at with the metal gun and 3 suction cup darts. 3 feathered throw darts. Not recommended for small children.

49 V 259—Shipping weight, 3 pounds 8 ounces... **89c**

For Complete Line of Burrowes Pool Tables—See Sears Big Catalog

New! Pinocchio

89c Off Pinocchio starts around this 18½ inch square board, beginning with the Carpenter Shop, ending, if he is lucky, at the Cottage of the Talking Cricket. He's racing with three other colorful little Pinocchios—maybe one of them will get there first! Whoever wins is rewarded with a pile of 5 "gold pieces!" Complete with 4 wooden figures, 30 cards, 100 gold color counters, spinning dial.

Shipping wt., 2 lbs. 4 oz.

49 V 267 .... **89c**

25 Popular Games

25c 25 different games—lots of fun for such a low price. Play checkers, Crokinole, Game of States, India, Success, Seven-Eleven, Ghost, Hippity-Hop, Whiz, Cannonade, Speed Ball, Smoke Screen, Numerillo, Clean Up, Put and Take, All Star, Rocket Trip, Quartetta, Fate, Go Bang, Flight, Bee-na and others. Colorful, double-faced folding board, 14 in. square. Playing parts, dice, rules, etc. included. Shipping weight, 1 pound.

49 V 114 .... **25c**

Play Bingo for Fun

25c
25 cards

Complete rules, calling chart, 75 numbers.

49V131—25-Card Set. Shipping weight, 1 lb. 8 oz... **25c**

49 V 136—50-Card Set. 150 wood counters. Shipping weight, 2 pounds 6 ounces **39c**

49 V 144—100-Card Set. 300 wood counters. Shipping weight, 3 pounds 12 ounces........ **89c**

Famous Duckpins

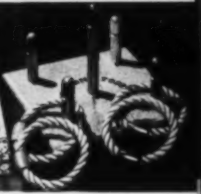
59c Let the little ones play duckpins—it'll be fun for them, and it's perfectly harmless, too. Set 'em up in basement or hall! 10 wood pins, each painted a brilliant, cheerful color, and 3 wooden balls, 2⅛-in. diam. Pins 5 in. high. Shipping weight, 2 pounds 8 ounces.

49 V 264 .... **59c**

Go To Head of Class!

89c A new game to test your intelligence. For two to eight players. 80-page book of questions with answers. 20 luck and 20 examination cards, too—just like in school. Two dice, and a game board 18½ in. square, and 8 wood tokens. Equipment for eight players.

49 V 266—Shpg. wt., 2 lbs.... **89c**



Popular Ring Toss

89c We've all done this at fairs and carnivals—and doesn't your heart jump when you toss your ring over the big post! Base for posts 12 in. square, varnished wood. Four 5½-in. posts, one 9¼-in. post. 4 Manilla rope rings to toss. Safe, enjoyable. Shipping wt., 3 pounds 4 ounces.

49 V 263 .... **89c**

Chinese and American Checkers in One!

$1.49 Both Games

Usual $2.25 Value. About bridge-table size. Quality Chinese Checker game with 24x24-inch board. Even 6 excited players are not crowded! **60 Big Jumbo marbles ⅝ inch in diameter,** easy to hold. Has American Checker-board on the other side of the board, too. (Checkers not included.) Non-warping Masonite pressed wood board—heavy frame prevents marbles rolling off. Brilliant lithographed colors.

59c Chinese Checkers

79 V 83—Shipping weight, 9 pounds........................**$1.49**

49 V 87—$1.00 Value. **Chinese Checkers** only—16-inch square plywood board and 60 ⅝-inch marbles. Shipping weight, 2 pounds........................**59c**

100-Game De Luxe Ricochet Board

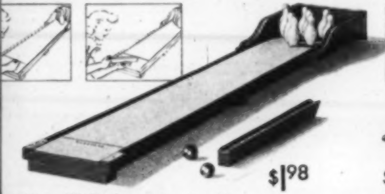
$1.98 100-Game

2 cues, 2 guns, and 4 darts for pool and target games! Play crokinole, checkers, tenpins, horse race, auto race, lotto, target games, pool and many more. Board, 24x24 in., is non-warping Masonite. Nickel plated rim. Comes with rings, top, 2 dice, 10 tenpins, 2 cue sticks, 2 guns, 4 darts, rule book for 100 games.

$1.49 67-Game

79 V 128—100-Game Ricochet. Shipping weight, 6 lbs........**$1.98**

79 V 247—**67-Game Ricochet Board,** similar to above but without guns, darts, and cues. Shipping weight, 5 pounds..............**$1.49**

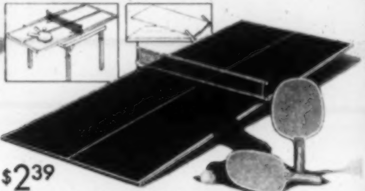


$1.98

New 4½-Ft. Junior Bowling Alley

Loads of fun with this brightly painted wood bowling alley! Back, sides and pit in red. Rolling surface clear lacquered. Black gutters grooved for ball return. 10 bottle pins, 2 steel balls, wood ball chute.

79 V 415—8¾ inches wide overall. Shipping weight, 9 pounds. .**$1.98**



$2.39

Everyone Can Play Table Tennis Now!

Use on dining room or card table. Green, non-warping, 6x2-ft. Masonite table top, marked with white stripes, metal brackets permanently fastened; net adjustable. Two 3-ply veneer sanded-face bats, one table tennis ball.

79 V 410—Table top, 2x3 ft. closed. Shipping weight, 15 lbs..........**$2.39**

Gold Star Pin Game

94c Bing! Release the sure-action spring. Ball races around the figure "8" veneer playing field! Fascinating pin game. Nickel finished metal bands, aluminum chute. 7 balls and directions. Size, 24x14 inches. Shpg. wt., 6 lbs.

79 V 235....................**94c**

Cavalcade Horse Race Game

89c **Racing thrills!** They're off! Away they go on the green felt circular track. You'll thrill as you advance your horse by throwing the three ⅝-inch dice—perhaps he'll come in the winner! **Green felt track 24x15 inches.** 6 colored horses, 6 wooden hurdles. Directions and play money included. Shpg. wt., 1 lb.

49 V 208....................**89c**

Play Contack

50c **The Latest Rage.** A fascinating family or party game. Two to seven can play. Each starts with 5 of the 36 numbered, colored, pressed wood triangles. In turn match color and numbers of triangle just played for Legal Contack—matching colors and numbers whose sum is 5, 10, 15 or 20 counts Contack and scores.

49 V 205—Postpaid..........**50c**

Monopoly—Priced Low

$1.69 Build houses, buy railroads, own property, etc. 2 to 7 players. Shipping weight, 2 lbs.

49 V 220—$2.00 Set.......**$1.69**

De Luxe White Box Edition

For 2 to 10 players (3 more than set above). More money to use in play, better finished pieces. Shipping weight, 4 pounds 2 ounces.

49 V 223—$3.50 Set......**$2.89**

Bang! Down Go the Crows!

69c **Usual $1.00 Value. Sears saves you 30% on this exciting game!** Test your skill against Dad's. Show him you can beat him. 4 brightly colored cardboard crows sit on fence in front of 12x9-inch corn field. Take aim with 17-inch, break-action pop-gun, pull trigger and Bang!—down goes another pesky crow! See if you can bring them all down in 4 shots. Plenty of corks included.

49 V 199—Complete. Shpg. wt., 1 lb. 13 oz. **69c**

500
4 SHOTS 10
SHOOT A MOVING DUCK, DOWN HE GOES . . UP POPS YOUR SCORE!

NEW!

Moving Duck Shooting Gallery—$2 Value

$1.69 **Hey! Take a look at this mechanical shooting gallery for real fun!** Like the shooting galleries you've seen at fairs, carnivals, etc! Ducks keep moving across line of fire. Bang! You hit one, down he goes and up pops your score! Not only ducks, but lots of other targets to hit! A game like this demands marksmanship! Targets in brilliant colors. **Measures 14½ in. long, 11 in. high, 2⅛ in. deep.** Comes complete with double barrel gun 21½ in. long and 6 rubber suction cup darts to shoot. Strong spring wind motor.

49 V 255—Shipping weight, 5 pounds. **$1.69**

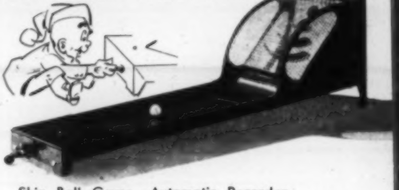
SHOP EARLY–PAY LATER

SEE PAGE B IN CENTER OF BOOK

Hi-Yo! Silver! Calling All Cowboys!

89c Be a real two-gunman! With 2 pistols to shoot aluminum shaft darts at target. If you hit a rope loop, you score. But don't hit Silver or the Lone Ranger, you'll be penalized if you do! **Target, 27x16 inches.** Highly lithographed metal. Complete with four rubber suction cup darts.

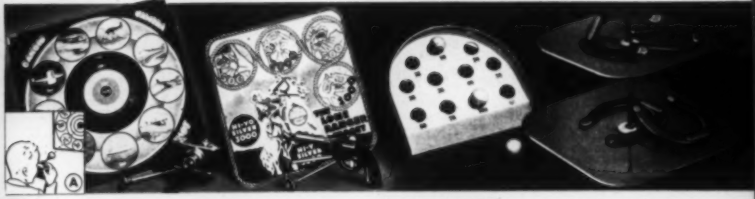
79 V 268—Shpg. wt., 4 lbs. **89c**



Skip Ball Game—Automatic Recorder

89c **Just like the one at Carnivals.** Pull the lever and the ball skips up the alley into one of 4 scoring pockets—automatic recorder shows your score. A great game—toy duplicate of the famous Skee Ball game. Steel construction. 18¼ in. overall, 7 in. high, 4¼ in. wide. 1 marble included.

49 V 212—Shipping weight, 3 pounds. **89c**



New! Camera Gun

47c Peek through the candid camera at the target, spot the picture you want to shoot, and off goes a rubber suction cup dart! (See A above) Camera looks exactly like a candid camera, made of decorated metal. Non-warping masonite target, with easel, size, 16x16 in. 2 darts. Shipping weight, 2 lbs. 12 oz.

49 V 257 . . . . **47c**

New Target Game

25c Shoot from the hip, like the Old Timers did! Pistol is full 7 in. long, looks lifelike enough to be the real thing! You can play cowboy, policeman, anything. Target with easel is double-faced, Lone Ranger on one side, double-score Bull's Eye on the other. 9½ in. square. Two rubber darts are included.

49 V 193—Shpg. wt., 1 lb. **25c**

Popular Skill Ball

57c A game like this combines the fascination of a pin game, with the fun of bowling. Roll the balls up a short incline—if you're lucky they settle into one of the scoring holes. Size, 14x15½ in. 11 scoring pockets. Comes complete with 3 wooden balls, 2-in. diameter. Brilliantly colored. Shpg. wt., 3 lbs. 8 oz.

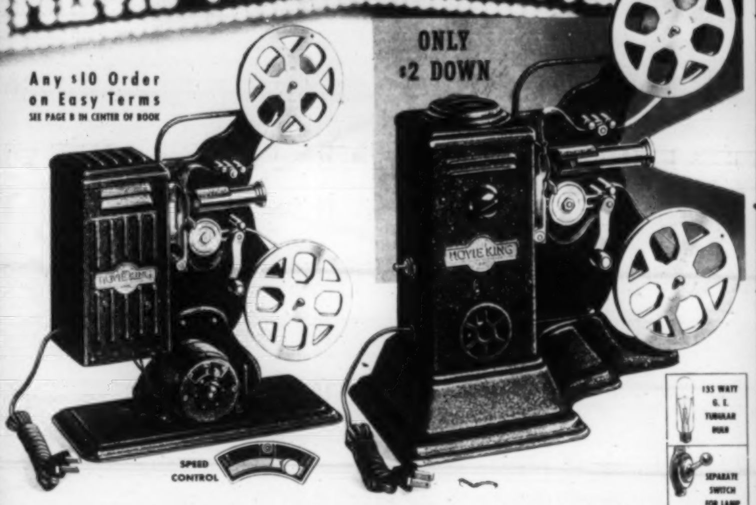
49 V 198. **57c**

Play Horseshoes!

67c In winter use them in the house. In summer take them out to the yard. Easy to throw ringers. Sturdy construction—5⅝ inches long, reinforced with steel. 2 shoes red, 2 black. 2 nickel plated pegs set into enameled metal plates, 11⅝ inches square. Stand solidly. Shipping weight, 2 pounds 10 ounces.

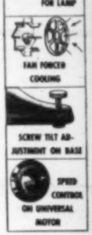
49 V 119. **67c**

MOVIE KING THEATRE



Any $10 Order on Easy Terms
SEE PAGE B IN CENTER OF BOOK

ONLY $2 DOWN


FAN FORCED COOLING
SCREW TILT ADJUSTMENT ON BASE
SPEED CONTROL ON UNIVERSAL MOTOR

$4.98 16 MM. Sears Movie King $5.98 8 MM.

ELECTRIC MOTOR DRIVEN

- **Many features of $10 machines**
- **Speed control motor for 110-120-volt A.C. or D.C.**
- **Sprockets and tension plate safeguard film**
- **Both have 2 empty 200-ft. film cap. metal reels**
- **Arms will hold 400-foot capacity reels**
- **Special 100-watt rating, clear bulb**
- **Has air vents and reflector; tilting adjustment**
- **Rewind film on machine.** • **Condenser lens.**
- **4½-ft. approved cord and plug.** • **Carrying handle**

8 mm. movie cuts your film costs in half because 50 ft. of 8 mm. film shows the same story requiring 100 ft. of 16 mm. film. But the 16 mm. movie shows larger, brighter pictures. At 7 ft. from screen, 8 mm. shows image 14x11 in.; 16 mm. shows image 17x11½ in. Greater distance increases size of image. Steel, size, 12x5x16 in. high. *Film not included*, see below. Shpg. wt., 9 lbs.

16 MM. Movie King	**8 MM. Movie King**
79 V 6844 ....$4.98	**79 V 6847**......... $5.98

New! Deluxe Movie King $9.98 8 MM.

FEATURES OF $19.50 MOVIES

- **Separate switch for 135-watt G.E. tubular bulb**
- **Enclosed motor has fan to cool lamphouse**
- **Screw tilt adjustment on heavy cast base**
- **Rheostat speed control on Universal motor**
- **Carrying handle.** • **Takes color film**
- **2 empty 200-foot film capacity metal reels**
- **Arms will hold 400-foot capacity reels**
- **Powerful condenser lens for brighter pictures**
- **Approved cord and plug for 110-120 volt A.C. or D.C.**

Just what the 8 mm. enthusiast has been waiting for! An amazing value, and by using 8 mm. film you can own twice as many stories at the same cost of 16 mm. film because 50 feet of 8 mm. film shows same story using 100 feet of 16 mm. film. At 7 foot distance from screen, image is 14x11 inches. Steel lamphouse has air vents and reflector. Size overall 12½x7⅛x15¼ inches. *Film not included*, see below. Shipping weight, 12 pounds.

79 V 6860—A Sears Scoop!.......................$9.98

Big Saving on Non-Inflammable Popeye Films. *(See Below for Shpg. Wts.)*

49V6904—25 ft. "Shipwrecked"................ 8 MM. width .49c
49V6932—25 ft. "Yes, We Have No Bananas"... 8 MM. width .49c
49V6933—25 ft. "Pole Sitter"................ 8 MM. width .49c
49V6952—50 ft. "The Champ"................ 8 MM. width .98c
49V6953—50 ft. "The Circus Man"........... 8 MM. width .98c
49V6879— 25 ft. "Can Opener"............ 16 MM. width... 49c
49V6890— 25 ft. "Right in the Eye"........ 16 MM. width.. .49c
49V6909— 50 ft. "Olive Oyl Entertains"..... 16 MM. width... 98c
49V6916— 50 ft. "Red Hot"............... 16 MM. width... 98c
49V6937—100 ft. "Snowball Battle"........ 16 MM. width.$1.98
49V6938—100 ft. "Bluto the Bandit"........ 16 MM. width. 1.98

Hollywood Home Movies . . . 8 and 16MM. Non-Inflammable Safety Films

Title	8 MM	Film	Price	16 MM	Film	Price
Mickey Mouse						
Musicians	49V6801	25 ft.	$.69	49V6817	50 ft.	1.29
Beat Girl	49V6807	25 ft.	.69	49V6818	50 ft.	1.29
Waterloo	49V6814	50 ft.	1.29	49V6839	100 ft.	2.59
Big Slide	49V6816	50 ft.	1.29	49V6840	100 ft.	2.59
Donald Duck						
Exit	49V6848	25 ft.	.69	49V6857	50 ft.	1.29
The Mechanic	49V6856	50 ft.	1.29	49V6858	100 ft.	2.59
Oswald the Rabbit						
Big Day	49V6864	25 ft.	.69	49V6866	50 ft.	1.29
G-Man	49V6865	50 ft.	1.29	49V6867	100 ft.	2.59
Charlie Chaplin Comedy						
The Hero	49V6871	25 ft.	.33	49V6873	50 ft.	.89
Gets Caught	49V6872	50 ft.	.59	49V6874	100 ft.	1.79

Title	8 MM	Film	Price	16 MM	Film	Price
Westerns, Etc.						
Flying Fists	49V7057	25 ft.	$.29	49V7086	50 ft.	$.79
Rescued by Rangers	49V7058	25 ft.	.29	49V7087	50 ft.	.79
The Fighting Sheriff	49V7059	25 ft.	.29	49V6960	50 ft.	.79
Indian Dances	49V6924	25 ft.	.33	49V6961	50 ft.	.89
Lion & Tiger Battle	49V7068	25 ft.	.33	49V6962	50 ft.	.89
Cowboy Grit	49V7069	50 ft.	.55	49V6963	100 ft.	1.59
Trapped	49V7078	50 ft.	.55	49V6964	100 ft.	1.59
Wild West	49V7079	50 ft.	.55	49V6965	100 ft.	1.59
Jungle Giants	49V6947	50 ft.	.59	49V6971	100 ft.	1.79
Outlaw's Escape	49V6949	100 ft.	.98	49V6974	200 ft.	2.98
Famous Hollywood Stars						
Personality Shots	49V6948	50 ft.	1.89	49V6973	100 ft.	2.79
Personality Shots	49V6951	100 ft.	3.69	49V6978	200 ft.	5.49

10 Ft. 16 MM Safety Films

49V6849—Chaplin "Dumb Egg" 19c
49V6850—Tom Mix "The Fight" 19c
49V6852—Popeye Comedy........29c
49V6854—Mickey Comedy.....29c

25 Ft. 16 MM Safety Films

49 V 6982—Chaplin "Charlie's Jinx"..........39c
49 V 6983—Western "The Rescue"..........39c
49 V 6984—Mickey Mouse "Daffy Tunes"..........69c
49 V 6985—Donald Duck "Fancy Steps"..........69c
49 V 6986—Oswald the Rabbit "In Alaska"..........69c

Silver Color Screen

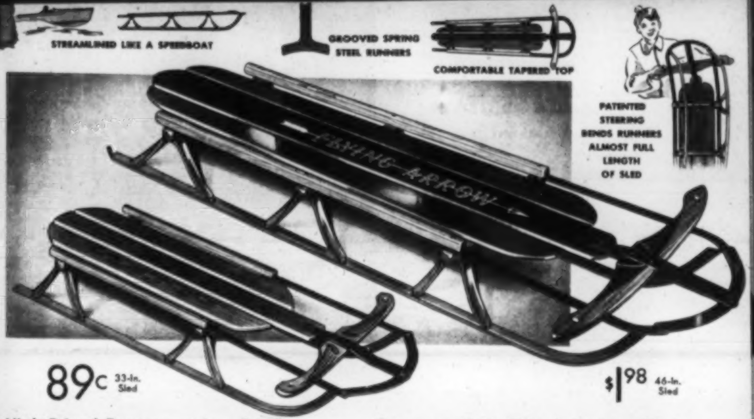
49 V 6808—Cloth. 22x29 in. Wood roller. Shpg. wt., 1 lb. 3 oz...89c

Splicing Outfit

49 V 6802—For repairing films. Shpg. wt., 6 oz..........47c

8MM. Films can only be used on 8MM. Projectors. SHIPPING WEIGHTS—8MM. FILM: 25 ft., 3 oz.; 50 ft., 4 oz; 100 ft., 8 oz. SHIPPING WEIGHTS 16MM. FILM: 10 ft., 3 oz.; 25 ft., 4 oz.; 50 ft., 5 oz.; 100 ft., 8 oz.; 200 ft., 1 lb.

© KING FEATURES SYNDICATE © WALT DISNEY PRODUCTIONS LTD. © WALT DISNEY PRODUCTIONS LTD.


STREAMLINED LIKE A SPEEDBOAT
GROOVED SPRING STEEL RUNNERS
COMFORTABLE TAPERED TOP
PATENTED STEERING BENDS RUNNERS ALMOST FULL LENGTH OF SLED
FLYING ARROW

89c 33-In. Sled

$1.98 46-In. Sled

High Priced Features at Low Prices

Improved Snow-Bird Sleds. New curved steel bumper and strong steel supports from bumper to side rails. Steel knees, all the same size. Tremendous strength. Steers easily because steering action affects entire length of runners. Steering bar is placed well back to allow ample flexibility. Conventional type hardwood top finished with an enduring spar varnish; natural finish. Sizes shown below measured from bumper to end of runners. The largest sled, No. 79 V 8341 has 6 knees; all others have 4. Note: 4 knees have proved better than 6 in sleds of this type under 46 inches long, as the extra knees would interfere with steering.

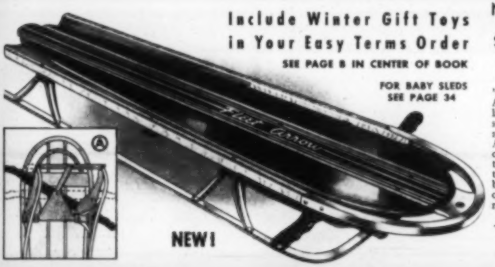
Catalog No.	Length	Knees	Shpg. Wt.	Price
79 V 8338	33 inches	4	6 lbs.	$0.89
79 V 8339	37 inches	4	8 lbs.	1.19
79 V 8340	41 inches	4	9 lbs.	1.59
79 V 8341	46 inches	6	10 lbs.	1.89

Compares With Other's De Luxe Sleds

- New design; higher at front than at back—just like a speedboat.
- New taper-top; wider at front than at back.
- New curved steel front bumper adds strength, protection and style.
- Patented, flexible super-steering makes gliding an easy matter.
- Patented braced steel knees add extra strength and rigidity.
- Finest spring steel grooved runners resist wear.

Turned-up runner heels. Selected hardwood top. Wear resisting finish—red and black colors. We've added new improvements . . . yet we've actually reduced the price so that every boy can now own a Flying Arrow! Sizes are over all. *51 and 57-in. sizes not mailable.*

Catalog No.	Length	Knees	Shpg. Wt.	Price
79 V 8329	46 inches	6	10 lbs.	$1.98
79 VM 8330	51 inches	6	12 lbs.	2.49
79 VM 8337	57 inches	6	13 lbs.	2.89



Include Winter Gift Toys in Your Easy Terms Order

SEE PAGE 8 IN CENTER OF BOOK

FOR BABY SLEDS SEE PAGE 34

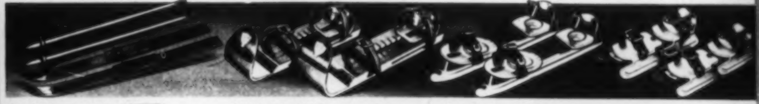
New De Luxe Fleet Arrow

$2.89 42-In. Sled

- New Exclusive Feather-Touch Knuckle Steering.
- Front Knees Now Mounted to Frame—Greater Stability and Easier Steering.

Coast farther, coast faster, be 'way ahead of the gang on a Fleet Arrow. America's fastest, easiest steering sled. Built like a racy speedboat . . . higher at front . . . streamlined taper top, wider at front. Tru-Ace steering action steers easily when loaded (See A at left). Runners bend from front to rear in one sweep; means non-skid speed and a perfect track. Finest quality spring steel runners; turned-up runner heels. Heavy riveted cross braces. Front bumper cadmium plated. Top of carefully selected hardwood, enduring finish of red and ivory enamel. *54-in. size not mailable.*

Catalog No.	Length	Shpg. Wt.	Price
79 V 8334	42 inches	10 lbs.	$2.89
79 V 8335	48 inches	14 lbs.	3.79
79 VM 8336	54 inches	16 lbs.	4.79



Low Priced Ski Set

89c Set

Give your youngsters a chance to enjoy the snow this winter! Here's a ski set that has everything! 40-in. skis. Hard wood, walnut finish. Toe strap; foot block. 34-in. poles with hand cord, snow ring. Shpg. wt., 4 lbs.
79 V 8319—Complete Set **89c**

Children's Ski Skates

79c Pair

For either boys or girls. Real skiing skates—won't they have fun with them! They'll get the "feel" of skates on their feet. Adjustable heel plates to fit child's shoes 9 to 12 in. long. Web straps. Shpg. wt., 1 lb. 4 oz.
49 V 8314—Per pair **79c**

Stout Arco Skates

89c Pair

New U-type steel tubulars for kiddies. Teach children balance. 9½ in. long. Toe and ankle strap. Nickel plated. Shpg. wt., 1 lb.
49 V 8310—Pair **89c**

Bob Skates

45c Pair

Double runners. Nickel plated steel; adjustable from 5⅝ to 7½ in. Web straps. Shpg. wt., 1 lb. 3 oz.
49 V 8316—Pair **45c**

Sonja Henie
PLEASURE SKATE

ONLY SEARS SELL
THEM BY MAIL

Sonja Henie

$7.69 Pair

Recommended by Sonja Henie

For those who prefer pleasure skating to figure skating! **Shoes:** White leather (elk tanned); leather insole, outsole. Felt sock lining; lamb's wool padded tongue. Double reinforced instep. **Skates:** Quadruplex chrome plated. Diamond tested tool steel blades. Stronger seamless cups. Autographed color picture of Sonja Henie plus celluloid button with close-up picture included! **Girls' and Women's Sizes:** 4, 5, 6, 7, 8, 9. **State size.**

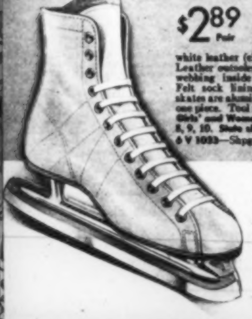
6 V 1038—Shpg. wt., 3 lbs. 8 oz. **Pair**..$7.69

White Shoe Torpedo Skates

$2.89 Pair

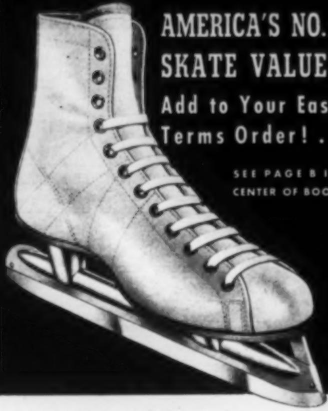
(Shown at left). Shoes are made on arch supporting last for tireless skating; long inside arch supporting heel counters. Fine grained white leather (elk tanned). Hard toe style. Leather outsoles. Two rows of non-stretch webbing inside shoes prevent stretching. Felt sock lining; lined tongue. Torpedo skates are aluminum finish steel, welded into one piece. Tool steel diamond tested blades. **Girls' and Women's Sizes:** 1, 2, 3, 4, 5, 6, 7, 8, 9, 10. **State size.**

6 V 1033—Shpg. wt., 3 lbs. 6 oz. **Pair**..$2.89



HOW TO ORDER

When Ordering Shoe Skates, Specify ½ to 1 Full Size Larger Than Your Ordinary Street Shoes. This Will Allow Room for Extra or Heavier Socks Usually Worn When Skating.



AMERICA'S NO.1 SKATE VALUES

Add to Your Easy Terms Order! . .

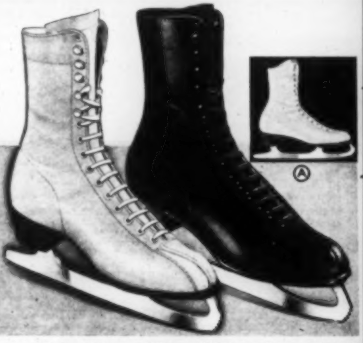
SEE PAGE 8 IN CENTER OF BOOK

Tubular Skates for Girls, Women — White Shoes

$3.49 Pair

Trim, neat-fitting, good looking . . . and worth at least 20% more! Shoes are fine grain white leather (elk tanned). Made with hard toes for greater comfort and protection. Solid oak tanned leather outsoles. Felt sock lining; full padded tongue. Long inside arch supporting heel counter. Two rows of non-stretch webbing inside shoes help hold ankles firmly, prevent stretching. Skates are full tubular type with 1-pc. seamless cups . . . light but strong. Tool steel runners are diamond tested for uniform hardness . . . hold their sharp edges longer. Skates aluminum finished over rust-resistant coating. **Girls' and Women's Sizes:** 1, 2, 3, 4, 5, 6, 7, 8, 9, 10. **State size.**

6 V 1039—Shipping weight, 3 lbs. 6 oz. **Pair**....................$3.49



Nestor-Johnson "Classic" DeLuxe Figure Skates

$8.64 Pair

Skates: Chrome plated, tool steel tapered runners—diamond tested. Blades hollow ground lengthwise. New center poise design for greater strength and balance (see A). Right and left sole plates. Sole, heel plates and runners—all one piece. Perfect saw teeth for toe work. **Shoes:** Closed-toe high cut "Pro" style. Fine grain, white leather (elk tanned). Leather outsoles, insoles. Long inside arch supporting heel counters; felt sock lining; lamb's wool tongue lining.

6 V 1028—White Shoes for Girls and Women. Sizes: 3, 4, 5, 6, 7, 8, 9. **State size.** Shpg. wt., 3 lbs. 10 oz. **Pair**.......................... $8.64

6 V 1027—Black Shoes for Boys and Men. Sizes: 5, 6, 7, 8, 9, 10, 11, 12. **State size.** Shipping weight, 4 lbs. **Pair**.......................... $8.64

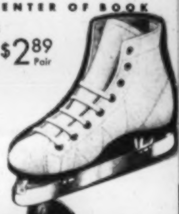
ENJOY WINTER SPORTS
USE SEARS EASY TERMS

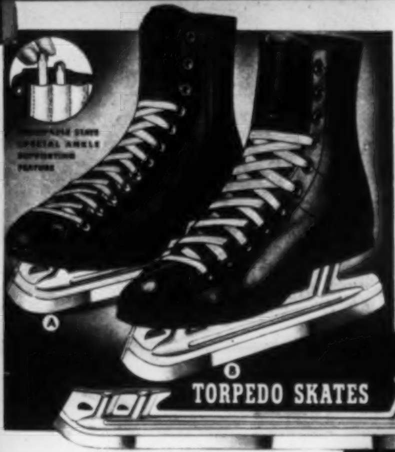
SEE PAGE 8 IN CENTER OF BOOK

Children's Shoe Skates

$2.89 Pair

Built on special children's last! Made to fit snugly around arch and ankle, yet give plenty of toe room.
Shoes: top grain leather with leather outer and inner soles. Plaid lining and felt sock lining for added warmth.
Skates: semi-tubular construction; cadmium plated tempered steel blades and seamless tubular cups.
Sizes: 10, 11, 12, 13, 1, 2. **State size.** Shpg. wt., 2 lbs. 5 oz.
6 V 1030—Girls'. White leather (elk tanned). Pr. **$2.89**
6 V 1031—Boys'. Black top grain leather. Pr. **$2.89**





Men's, Women's, Boys', Girls' Torpedo Skates

$3.69 Pair Style A

$2.98 Pair Style B

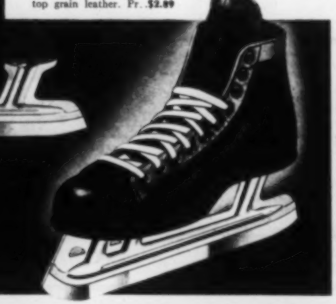
Take your choice of two styles, both with the same fine Torpedo skate construction as the hockey model at right . . . and both at money-saving low prices! Shoes are fine grain black cowhide leather soft toe style with oak leather outer soles. Felt lined tongues and felt sock linings for better fit and comfort. Long inside arch supporting counters. Model (A) has special built-in ankle supporting stays (see small sketch above). Stays slip easily into pockets, are kept in place by leather flap . . . simple to remove or replace. Lined throughout with heavy duck. Model (B) is made without stays, instead has non-stretch canvas webbing inside shoe to support instep and keep uppers from stretching. **State size.** See "How to Order" below.

Ⓐ Skates with Stays
6 V 1036—For Girls and Women. Pair **$3.69**
6 V 1037—For Boys and Men. Pair **$3.69**

Ⓑ Skates without Stays
6 V 1041—For Girls and Women. Pair **$2.98**
6 V 1040—For Boys and Men. Pair **$2.98**

Sizes: Men's, Boys'—3, 4, 5, 6, 7, 8, 9, 10, 11, 12. Shpg. wt., 4 lbs.
Girls', Women's—2, 3, 4, 5, 6, 7, 8, 9. Shpg. wt., 3 lbs. 6 oz.

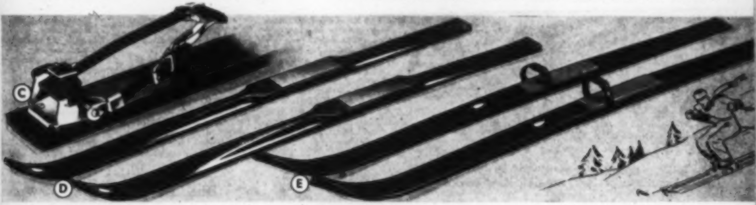
HOW TO ORDER: Order skates ½ to 1 full size larger to allow for extra or heavy socks.



Hard Toe Torpedo Hockey Skates—Aluminum Finish

$3.69 Pair

"Pro" type, built for hard, fast hockey . . . like lightning on ice! Aluminum finish. Steel runner and Torpedo tube are welded into one rigid piece. Special reinforcing struts under sole and heel plates provide better support and finer balance. Hi-carbon tool steel, diamond tested blades stay sharp longer. Shoes of fine grain black cowhide leather; canvas webbing reinforces the instep and prevents stretching. **Leather counter pockets;** long inside arch supporting counter; special full hard box toe; solid oak leather outsoles. Heavily padded tongue. **Men's and Boys' Sizes:** 5, 6, 7, 8, 9, 10, 11, 12. **State Size.**
6 V 1042—Shipping weight, 4 pounds 4 ounces. Pair **$3.69**



Junior Ski Binding

$1.49 Pair

Ⓒ Exactly like adults' regulation ski bindings! Toe irons designed for better control. Toe strap openings have wrapped metal ferrule. Chrome tanned leather heel straps; metal buckle. For children who wear boots in sizes 12, 13, 1, 2, 3, 4, 5. Shipping weight, 2 pounds.
6 V 5643—Pair **$1.49**

Children's Ridge Top Hickory Skis

$4.89 Pair

Ⓓ Equal in authentic design, quality and workmanship to skis used by experienced grown-ups! Skillfully formed in every detail. Each pair carefully matched for grain and weight. Ridge top adds greater strength and flexibility where needed. Rubber foot pads. Not mortised. Recommended for use with ski binding at left. **State length ski wanted.**

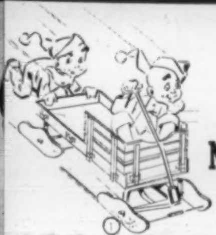
6 V 05550—Length, 4½ ft. Shpg. wt., 4 lbs. Pr. **$4.89**
Length, 5 ft. Shpg. wt., 5 lbs. Pr. **4.89**
Length, 5½ ft. Shpg. wt., 6 lbs. Pr. **4.89**

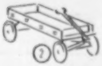
Children's Flat Top Hickory Skis

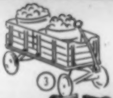
$1.69 Pair (4-Ft.)

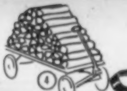
Ⓔ Thriftily priced, ideal for youngsters who are learning to ski. Made from seasoned hickory, the strongest wood available for skis. Carefully formed in every detail . . . by experts! Deep walnut finish. Rubber foot pad; adjustable leather toe straps. Mortised. Can be used with binding as well as toe straps. **State length wanted.**

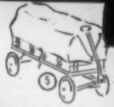
6 V 05693—Length, 4 ft. Shpg. wt., 3 lbs. Pr. . **$1.69**
6 V 05694—Length, 5 ft. Shpg. wt., 4 lbs. Pr. . . . **2.29**
6 V 05695—Length, 5½ ft. Shpg. wt., 5 lbs. Pr. . **2.69**



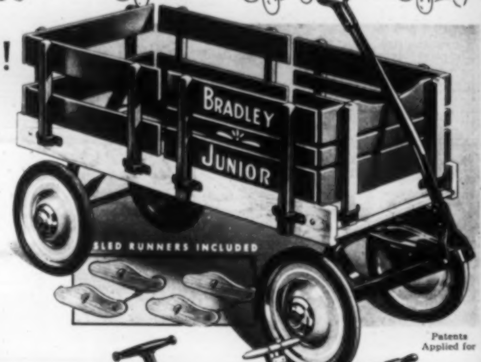








NEW!



Patents
Applied for

5-IN-1 UTILITY TRUCK

A BOB SLED IN WINTER
A WAGON IN SUMMER

$5.98

- **(1) Bob Sled for Winter.**
- **(2) 36x16-inch Coaster for Work or Play.**
- **(3) 36x17½x10-inch Stake Truck.**
- **(4) Spacious Flat Bed Lumber Truck.**
- **(5) Covered Wagon to Protect Your Load from Hot Sun, Driving Rain or Snow.**

Included are four 15¾ in. natural finish hardwood sled runners with adjustable steel tie rods; 54x36-in. waterproofed green tarpaulin with metal eyelets and anchoring rope. When winter comes, take wheels off and slip runners on—For summer, use the double disc, red enameled 10-in. steel wheels with lifetime 1200-mile Congo bearings. 1-in. rubber tires. Green enameled wood stake sides and ends, steel supports. Tubular steel tongue and steel under-gearing enameled black. To coast, remove upper sides and ends. To haul wood, remove upper and lower sides and ends. To carry two milk cans put on wood stake sides.
79 V 7658—Shpg. wt., 50 lbs. Mailable. **$5.98**

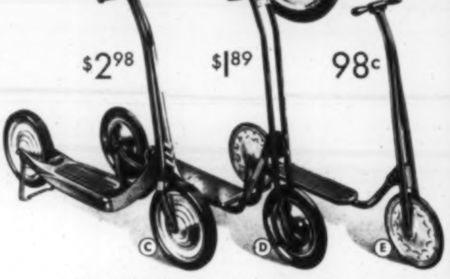
Extra 15¾-In. Sled Runners

For 4 or 6-wheel steel or wood body wagons with ½-inch diameter axles. Natural finish hardwood. Steel bushings, two adjustable steel tie rods, extra steel spacers for 6-wheelers.
79 V 7667—Shpg. wt., 10 lbs. Mailable. . **$1.79**

Wagon Shafts for Your Goat or Dog

Red Enameled hardwood, 42¾ in. long.
79 V 7699—Shpg. wt., 6 lbs. Mailable. . **$1.79**

**For Other Trucks and Wagons
See Our General Catalog**



$2.98 $1.89 98c

Steel Constructed Streamlined Scooters

Ⓒ • Usual $4.00 Value
• New 1½-inch semi-pneumatic puncture proof tires
• 10-in. roller bearing double disc wheels

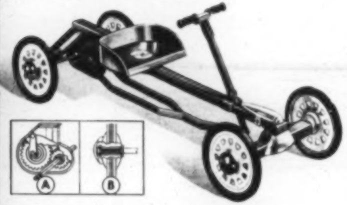
Parking stand and foot brake. Frame enameled red, steel wheels ivory color. Wood cross handle. 38 inches long overall; 33 inches high. Shipping weight, 18 lbs. Mailable.
79 V 8814. . . . . **$2.98**

Ⓓ • $2.50 Value
• All Steel Frame
• 9¼-in. wheels, lifetime Congo bearings
• Length, 40 in.

Brake. 14x5-in. steel footboard and wheels enameled red. Rest of scooter green, handle varnished. Double-disc steel wheels, ¾-in. rubber tires. 32 in. high. Shipping weight, 14 lbs. Mailable.
79 V 8812. . . . . . . **$1.89**

Ⓔ • Usual $1.50 Value
• New tubular sturdy steel frame
• Length, 35 inches
• 8-inch wheels

Lots of fun in a scooter! Frame and fork of strong steel with tubing backbone. Rear parking stand. 8-inch, double disc steel wheels, ½-inch rubber tires. 30 in. high. Enameled red, ivory trim. Shipping weight, 9 lbs.
79 V 8821. . . . . **98c**



A Large Irish Mail

BIG $2.50 SAVINGS

$8.98

Newhighspeed ball bearing propelling gear (see A above) 9½-in. artillery wheels. Full floating spring bearings (see B above). Large enough for adults. Steel frame, adjustable seat, and upright. 1-in. tires. Length 46½ in., 21-in. width. Red, cream trim. Comes unassembled.

79 VM 8830—Shipping wt., 47 lbs. Not Mailable **$8.98**

Genuine Irish Mail

WORTH $2.00 MORE

$6.48

Length, 44 in. 9½-in. plain disc wheels have spring bearings (see B above). **All steel construction.** Seat and upright adjustable. For tots 3 to 9 years. **Crank axle drive gear.** ⅝-in. rubber tires. Enameled blue, ivory trim. Comes unassembled—easily set up.

79 V 8827—Shpg. wt., 42 lbs. Mailable. . . **$6.48**

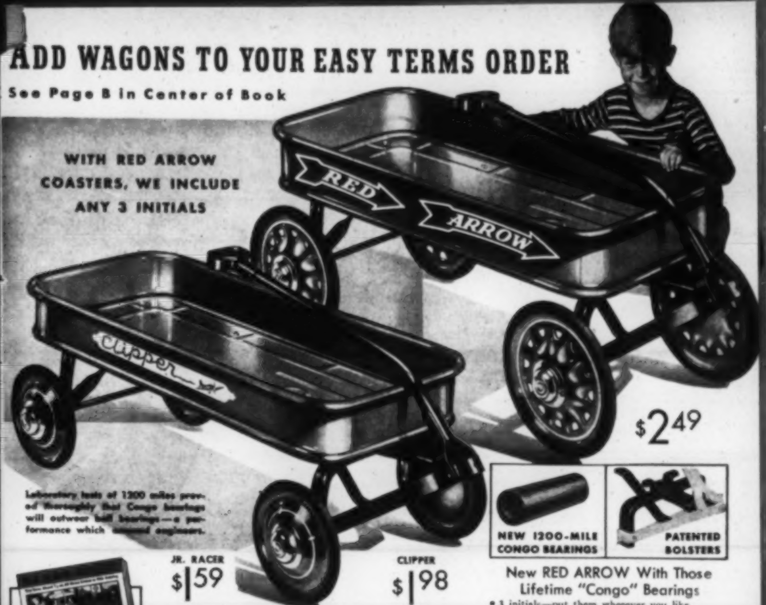
Hand Car . . . Good $4.00 Value

$2.98

Ball bearing drive. Roller bearing wheels. A sturdy little ca for sturdy tots up to 7 year old. They'll get good exercise. **33x15½ in.** Shaped, 13x6-in. wood **seat mounted on springs**—means riding without jar. 9½-in. rear, 7-in. front double disc, **roller bearing steel wheels, ⅝-in.** tires. Enameled in blue an yellow. Blue decorations o seat, blue striping on wheels. Shpg. wt., 20 lbs.
79 V 8803—Mailable. . . **$2.9**

ADD WAGONS TO YOUR EASY TERMS ORDER

See Page B in Center of Book


WITH RED ARROW COASTERS, WE INCLUDE ANY 3 INITIALS
RED ARROW
Clipper
$2.49
Laboratory tests of 1200 miles proved thoroughly that Congo bearings will outwear ball bearings—a performance which amazed engineers.
NEW 1200-MILE CONGO BEARINGS
PATENTED BOLSTERS
JR. RACER
$1.59
CLIPPER
$1.98

WRITE FOR SEARS NEW, COMPLETE PLAY YARD EQUIPMENT CATALOG—670V. Gym Sets, Slides, Sand Boxes, etc. at Big Savings

CLIPPER Steel Wagon, "Congo" Bearings

Worth at least $1.00 more. Similar in construction to New Red Arrow at right. Rugged one-piece steel body, 34x15 in.; depth, 3⅝ in., enameled red. Built to keep rolling day after day all year 'round. Famous "Congo" bearings. Strong red enameled double-disc steel wheels, 7⅝-in. diameter; ⅝-in. rubber tires. Large nickel plated hub caps.

79 V 7677—Shipping weight, 25 lbs. Mailable . . . **$1.98**

Junior Racer Easily Worth 25% More

Similar to above but a smaller body with 7-inch double disc steel wheels and free-rolling bearings. ⅝-inch rubber tires. An amazing value in quality and construction. For smaller tots, yet built rigid and strong. Red enameled one-piece steel body, 28x13 in.; depth, 3⅝ in. No rough edges. Strong black enameled steel axles and braces.

79 V 7617—Shipping weight, 17 lbs. Mailable . . . **$1.59**

New RED ARROW With Those Lifetime "Congo" Bearings

- 3 initials—put them wherever you like.
- Easily worth $1.00 more—full size.
- 1200 mile Congo Bearings outlast ball bearings.
- One piece steel body built like "turret top" autos.

Rugged because of its sturdy all steel construction . . . fast because it has lifetime "Congo" bearings. A beauty because it's built in proportion and has a sparkling finish Exceptionally strong one-piece steel body—a masterpiece of metal craft! Length, 34 in.; width, 15¼ in.; depth, 3⅝ in. It's seamless—has no weak spots or sharp corners to scratch hands or tear clothing. Beautifully finished in enduring red baked-on enamel. Sturdy steel undergearing withstands strains, jolts, hard knocks and rough abuse. Patented steel bolsters for easy steering. Strong 9½ in. diameter, artillery type, double disc steel wheels roll on ⅝-in. rubber tires. Large nickel plated hub caps. *Print 3 initials.*

79 V 7675—*Mailable.* Shpg. wt., 27 lbs. **$2.49**

Sears New Style ZEPHYR "Tops" in Performance and Quality

Worth $1.50 to $2.00 More! The streamlined Speed King of boys' wagons . . . a flashing, fast-rolling beauty that features astonishing built-in strength and stamina. Never another wagon like it—yet it's priced to allow a big Christmas saving. The large, roomy, auto-fender steel body is 36x17⅝x5¼ inches deep; beaded and reinforced for extra strength. Finished in enduring, red, baked-on enamel. Has noiseless, smooth-rolling 10-inch roller bearing double-disc steel wheels; large, gleaming nickel plated hub caps. Furnished with or without hinged end gate. Both wagons mailable.

Zephyr Flyer—No End Gate

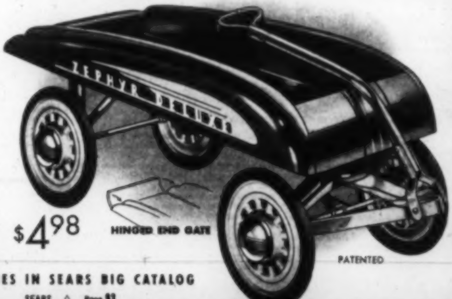
Ruggedly built, dependable in every way. Red enameled plain disc wheels, ⅝-inch tires. Tubular tongue and undergear finished in enduring weather resisting black enamel. Shipping weight, 36 pounds.

79 V 7670 . . . . . . **$3.98**

Zephyr DeLuxe—End Gate

Positively the leader of wagons of this type. Tubular steel tongue, rust resisting finish; rubber grip. Undergear colored in silvery effect. Artillery spoke wheels, 1-inch tires. Shpg. wt., 39 lbs.

79 V 7671 . . . . **$4.98**



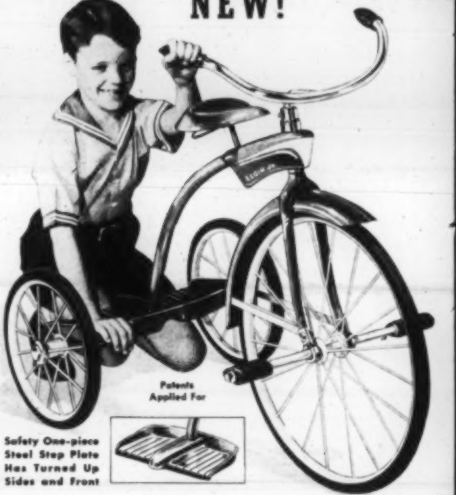
YOU'LL FIND MANY MORE WAGON VALUES IN SEARS BIG CATALOG

• • WHEEL TOYS, LIKE EVERYTHING ELSE AT SEARS,

ON EASY TERMS

SEE PAGE B IN CENTER OF BOOK

NEW!



Safety One-piece Steel Step Plate Has Turned Up Sides and Front

Ball-Bearing Elgin Jr.

- **Built exclusively for Sears.**
- **Made in regular bicycle factory.**
- **New safety features—more comfort.**

$4.98 UP

SAVE $1.50

Just the bike to make your child happy . . . to give him fun and exercise. Built solidly for endurance and hard usage. **Heavy 1 1/16-in. seamless tubular steel frame** with special exclusive Sears head. **New, safe one-piece steel step plate** with raised front and sides to prevent child from slipping off. The three wheels have strong steel spokes, and bicycle ball bearings, also 1-in. **solid rubber tires** for easy riding. Comfortable spring-type Troxel metal saddle. Flashy, too! Bright baked-on red enamel with air-flow striping on frame and fender. New style one-piece adjustable handle-bar, chrome-plated for smart appearance; large rubber grips. Block rubber pedals. Measure child from crotch to ball of foot for correct leg-reach measurement and order next larger size for longer service. *Mailable.*

Catalog Number	Front Whl. Diameter	Leg-Reach Adjustment	Shipping Weight	Price
79 V 8751	12-inch	17½ to 19 in.	20 lbs.	$4.98
79 V 8752	16-inch	19½ to 21 in.	22 lbs.	5.98
79 V 8753	20-inch	21½ to 23 in.	24 lbs.	6.98

Mom and Dad

Here's a tip . . . when you buy velocipedes for the youngsters order the next larger size. They will not outgrow it quickly and thus, it will give longer service and more years of recreation and exercise.

New Three-Wheel Chain-Drive Bike

$16.95
79 VM 8799

- **The 3 wheels mean safety for children 4 to 10 yrs.**
- **The 2-inch air-filled tires—a floating ride.**
- **The guarded chain-drive—safe, speedy action.**

Geared to a ratio of 2 to 1 (drive wheels make two turns for each turn of pedals). Red baked-on enamel body, ivory wheels. **Balloon Tires** on 14-in. steel spoke wheels. **1-in. seamless steel tube frame** with reinforced joints. Sprocket, crank and adjustable handlebar chrome-plated. **Ball-bearing rear axle and pedals**; rubber grips. Double-spring saddle, adjustable for a leg-reach from 18 to 24 inches. *Not mailable.*

79 VM 8799—With Pneumatic Tires. Shpg. wt., 38 lbs. $16.95

79 VM 8798—Similar to above but with 1-inch Solid Rubber Tires. Single-spring padded saddle, plain bearing pedals, silver enameled sprocket and crank. Shipping weight, 34 pounds $11.98

New Tubular Velocipedes—Big Savings!

$3.69
79 V 8614

- **1¼-inch seamless tubular steel frame.**
- **Bicycle ball bearings in front wheel.**
- **Strong steel spokes—⅝-inch tires.**

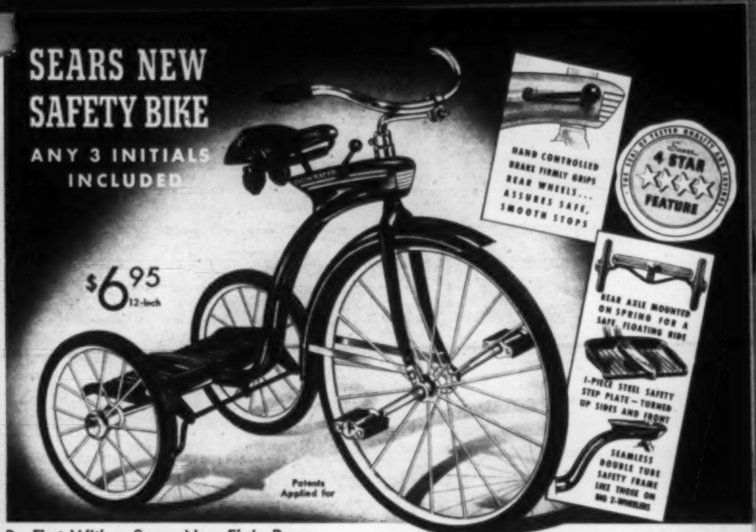
Red baked-on enamel, ivory handle-bar and striping. One-piece fork, rear step plate. Adjustable handle bars, rubber grips. Steel adjustable saddle. Rubber pedals. Measure child from crotch to ball of foot for correct leg-reach measurement and order next larger size for longer service. *Mailable.*

Catalog Number	Front Wheel	Leg-Reach Adjustment	Shipping Weight	Price
79 V 8614	12 in.	16 to 18 in.	19 lbs.	$3.69
79 V 8615	16 in.	18 to 20 in.	23 lbs.	4.49
79 V 8616	20 in.	20 to 22 in.	25 lbs.	5.29

MORE FINE VELOCIPEDE VALUES IN OUR BIG CATALOG • • BE SURE TO SEE THEM

SEARS NEW SAFETY BIKE

ANY 3 INITIALS INCLUDED


HAND CONTROLLED BRAKE FIRMLY GRIPS REAR WHEELS... ASSURES SAFE, SMOOTH STOPS
Sears 4 STAR FEATURE
THE SEAL OF TESTED QUALITY AND SAVINGS
REAR AXLE MOUNTED ON SPRING FOR A SAFE, FLOATING RIDE
1-PIECE STEEL SAFETY STEP PLATE—TURNED UP SIDES AND FRONT
SEAMLESS DOUBLE TUBE SAFETY FRAME LIKE THOSE ON BIG 2-WHEELERS
Patents Applied for

$6.95 12-inch

Be First With a Sears New Elgin Racer

- **FIRST bike with a positive hand-controlled brake for greater safety.**
- **FIRST bike with a "knee action" coil spring suspension on rear axle for smoother, easier, "no jolt" riding.**
- **FIRST bike with a "safe-step" rear platform having raised front and sides to prevent slipping and falling.**
- **FIRST bike with an "extra-strength" double-tube steel frame and head scaled down from "big bicycle" specifications.**
- **FIRST bike ever furnished with 3 easy-to-put-on gold color initials.**

It's finished in enduring, baked-on maroon and ivory enamels. Has strong steel-spoke wheels with 1⅛-inch solid rubber tires. **Ball bearings in all wheels.** Neat crowned steel fender over front wheel. Padded, adjustable double-spring saddle. Chrome-plated steel handle bars; adjustable for height or tilt. Double-bar rubber pedals. Measure child from crotch to ball of foot for correct leg-reach measurement and order next larger size for longer service. **Print 3 initials wanted.**

Catalog Number	Diameter of Front Wheel	Leg-Reach Adjustment	Mailable Shpg. wt.	Price
79 V 8771	12-inch	17½ to 19 in.	22 lbs.	$6.95
79 V 8772	16-inch	19½ to 21 in.	24 lbs.	7.95
79 V 8773	20-inch	21½ to 23 in.	26 lbs.	8.95

$1.98 10-in.

Single-Tube Frame Built Like $5 Bikes

High speed steel bearings! Frame is 1¼ in. steel tubing welded to tubular steel head and **1-piece steel rear step plate. Adjustable, shaped steel saddle;** ivory color adjustable steel handlebars; ⅝-in. rubber tires. Red enameled; ivory color trim. Measure child from crotch to ball of foot for leg-reach; order next larger size for longer service. **Mailable.**

Catalog Number	Front Wheel	Leg Reach Adjustment	Shpg. Wt.	Price
79 V 8634	10-in.	14 to 15 in.	16 lbs.	$1.98
79 V 8635	13-in.	16 to 17 in.	19 lbs.	2.48
79 V 8636	16-in.	18 to 19 in.	22 lbs.	2.98

$9.79

Low-Priced Sidewalk Bike For Children 4 to 7 Years

Save 25% to 30% over bikes of similar quality offered elsewhere. Built low and without straddle bar so child can easily put foot on ground when learning to ride. **Regular chain drive for greater safety.** No free-wheeling coaster brake. Sturdily built of 1-inch, rigidly braced seamless tubing; will stand rough usage. Rubber grips and pedals. 12-inch strong free-rolling wire wheels; ⅝-inch solid rubber tires. Padded coil-spring saddle. Attractive, lasting red enamel finish. Has stand, same as on big bicycles.

79 V 8674—Shipping wt., 25 lbs........$9.79

$15.98

Sears Sidewalk Bikes Built Like Big Bicycles

20% saving over bikes of this quality elsewhere. For 5 to 10-year olds. Regular chain drive, no free-wheeling coaster brake. . . .An unbeatable Christmas bargain. Built as carefully as Sears finest big bicycles. 1-inch tubular steel frame. **14-inch wheels,** easy-riding **air-filled 2-inch tires. Ball bearing rubber pedals** and steering post. Chrome-plated adjustable handlebars; bell. Padded, adjustable spring saddle. Rigid stand. Shipping weight, 35 pounds. **Not Mailable.**

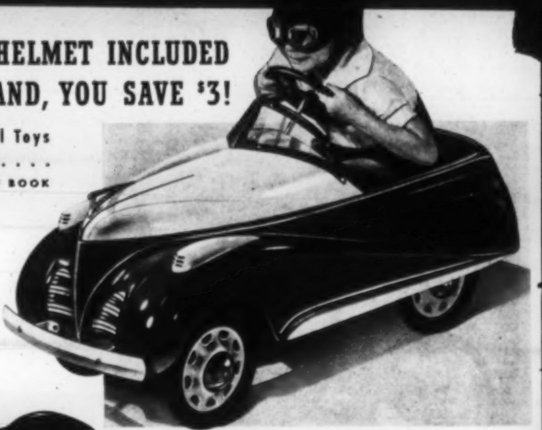
79 VM 8667—Boys'. Maroon, Ivory trim.$15.98
79 VM 8668—Girls'. Blue, Ivory trim.. 15.98

GOGGLES AND HELMET INCLUDED

WITH THIS SPEEDSTER—AND, YOU SAVE $3!

It's Easy to Buy Wheel Toys on Sears Easy Terms! . . . .

SEE PAGE 8 IN CENTER OF BOOK



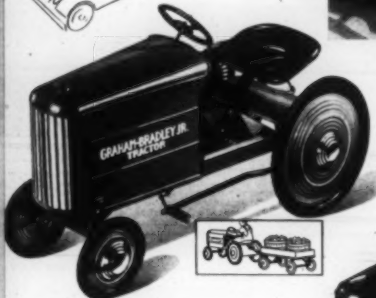
1940 Streamlined Lincoln Zephyr

$9.89

- **Fenders built into body, 17½x42½ in. long.**
- **For children up to 7 years**

Gangway for the smartest car on the road! He'll be the proudest kid in the block when he tears down the street in this **1940 model Lincoln Zephyr!** New, sweeping **built-in fenders.** Streamlined (dummy) headlamps. **Swanky red-enameled windshield. French-type bulb horn.** Seat pad, adjustable rubber pedals. New artillery type double disc steel wheels, ⅝-in. tires, hub caps. All steel, 17½ in. wide, 42½ in. long! Body in bright red with ivory panel top. Shipped unassembled to save transportation costs. Dad can put it together in a jiffy. Make your child happy with this fine Christmas gift.

79 VM 8913—Complete Outfit. Shpg. wt., 43 lbs. **Not Mailable**. **$9.89**



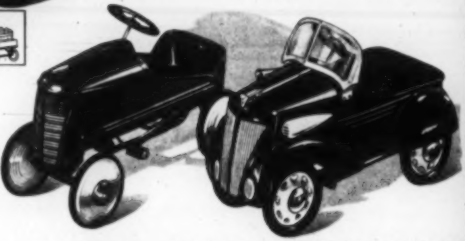
Just Like Dad's

$9.89

- **Built to Sell for $13.95**
- **Size that a child can operate.**
- **Cadillac type beaded wheels.**
- **All steel—yet easy to handle.**

Ride this big Graham-Bradley Jr. tractor. Hauls heavy loads. Large rear wheels give it higher speed. **16-in. rear wheels with 1¼-in. tires.** 8½-in. front wheels with ⅝-in. tires. **Adjustable rubber pedals and spring steel saddle.** Draw-bar on rear for attaching other vehicles. 43 in. long, 26 in. high. Enameled red. **For children up to 8 years. Mailable.**

79 V 8910—Shpg. wt., 50 lb. **$9.89**



Big Red Racer for Little Tots

$4.89

Here's a sturdy all steel Red Racer for tots up to 4 years. **It's safe—easy to ride but hard to tip over!** Stamped steel steering wheel. Rubber pedals. Ivory enameled **8½-inch new beaded double disc steel wheels;** ½-in. rubber tires. Large 3½-inch, plated hub caps. Radiator ornament like big cars. Ivory color decorations. Length overall, 31 inches. **Mailable.**

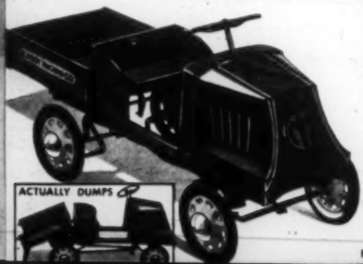
79 V 8911—Shpg. wt., 21 lbs. . . **$4.89**

Speedy All Steel Roadster

$7.89

Save 25% on this smart racer! Any child up to 6 years will be cock-of-the-walk when he pedals along in this modern auto! **Easy to pedal, easy to steer!** Maroon enamel finish, ivory trim. Split-type windshield, radiator ornament, bulb horn, streamlined (dummy) lights. Rubber pedals. 8¼-in. artillery wheels; ⅝-inch rubber tires. Size, 35½ in. long, 15½ in. wide. **Mailable.**

79 V 8912—Shpg. wt., 30 lbs. . . **$7.89**



Save $2.00 on This Big Mack

$7.98

- **45-Inch Real Dump Truck**
- **For Children up to 8 Years**
- **Spring-Type Chassis**
- **Modeled After a Real Mack**

Here's a truck that can "take it"—yet it rides like a pleasure car because its **spring type chassis absorbs the jars.** Big dump box, 15 in. long, 14 in. wide, 5 in. deep—and it **actually dumps!** Dome hub caps on 8½-in. steel artillery wheels, with ⅝-in. tires. Rubber pedals. Steel throughout. **45 in. long, 20 in. wide.** Red enamel finish, nicely decorated.

79 V 8960—Big Mack. Shipping weight, 38 pounds. **Mailable** **$7.98**

NEW! AN EXCLUSIVE SEARS DESIGN

GIVE A BIKE FOR MERRY CHRISTMAS PAY AS THEY RIDE

SEE PAGE B IN CENTER OF BOOK

Fully Equipped Elgin for Girls, Women!

$28.95 Cash

$3 DOWN

• Complete — nothing more to buy! Note the eye-catching beauty of Sears exclusive streamlined luggage carrier (with electric tail light) the ivory-color grips and ivory-color saddle with gleaming chrome plated springs. That white enameled Torpedo headlight casts a powerful beam. And, of course, this bike has Sears exclusive Alemite lubricating system and Elgin air-cooled coaster brake. Other features include chrome plated rims, handlebars and sprocket. ALLSTATE Safety Tread white sidewall balloon tires 26x2⅛ in., with inner tubes. Rear parking stand. Full size frame. Diamond chain. All batteries included.

6 VM 5050—For Girls and Women. Blue or Green with White trim; Ivory with Brown trim. **State color.** Shpg. wt., 71 lbs. Cash $28.95

Elgin Sport Model . . . Big Value!

$28.95 Cash

$3 DOWN

• Full size streamlined double bar frame. Not a thing missing! Has electric horn in paneled tank; self contained polished aluminum headlight; luggage rack with built-in self contained tail light—all batteries included. Rear parking stand; chain guard. Troxel saddle with chrome plated springs. Polished aluminum mudguards. Chrome plated rims, handlebars, truss rods. Elgin air-cooled coaster brake. Alemite equipped; Alemite gun included. Diamond chain. White sidewall ALLSTATE Safety-Tread balloon tires, 26x2⅛ in., with inner tubes. **Colors:** Red, Blue or Black with White trim. **State color.**

6 VM 5003—Shpg. wt., 80 lbs. Cash $28.95

Bikes shipped from Chicago, Philadelphia, Boston, Cleveland or Binghamton, N. Y. Order from nearest one.

ONLY $3 DOWN

See Sears Big Catalog for Other Bargains in Bicycles!

Thrilling Gifts! Elgin Bikes in New Models for Boys, Girls

$23.95 Cash

Sporty looking . . . the kind of bikes any boy or girl will thrill to see near the Christmas tree. Both boys' and girls' models have Sears exclusive Alemite lubrication, Elgin air-cooled coaster brakes, full size double bar frames, strong white truss rods. Self-contained torpedo headlight has two batteries included. Luggage carrier, rear reflector. Chrome plated handlebars. Rear parking stand. Diamond roller chain. ALLSTATE Crusader Safety Tread balloon tires, 26x2⅛ in., with inner tubes. Check all the specifications and be amazed at the value you get for the small price.

6 VM 5039—For Boys and Men. Special enameled chain guard. Vermilion (red) or Blue, with White striping. Shipping weight, 70 pounds. Cash $23.95

6 VM 5043—For Girls and Women. With Sears exclusive chain and skirt guard. Blue or Black, with White trim. Shipping weight, 70 pounds. Cash $23.95

New "Blue Whiz" Roller Skates

$1.29 Pair

Streamlined . . . and every bit as fast and easy-rolling as they look! 16 ball bearings in each specially hardened steel wheel. Bright blue enameled hub caps. Streamlined toe clamps. Extra strong nickel plated chassis with under-braced platform to prevent bending. Super construction means skates will stand hardest use. Rubber cushioned trucks absorb shock. Leather strap padded with sponge rubber to protect instep.

6 V 1135—Extends 8 to 11⅛ inches. Key included. Shipping weight, 4 pounds 6 ounces. Pair. $1.29

AS LITTLE AS
$5 A MONTH
BUYS A SET OF 4
ALLSTATE COMPANION
REG. U. S. PAT. OFF.
TIRE AND TUBE COMBINATIONS

$10.65

4-PLY
6.00x16
TIRE AND
RED TUBE

ALLSTATE
COMPANION
ALLSTATE
COMPANION

RIB TREAD

NON-SKID TREAD

ALLSTATE GUARANTEE We guarantee ALLSTATE Companion 6-Ply Tires to wear 24 months. ALLSTATE Companion 4-Ply Tires to wear 18 months. Should either of these tires fail within its guarantee period, return it to our nearest Mail Order House or Retail Store. We will either repair it at no extra charge to you or replace it with a new tire, charging you a proportionate part of the current price for each month you have had the tire.

SEARS, ROEBUCK AND CO.

SPECIAL FOR CHRISTMAS

Bargains before Christmas are rare elsewhere but not at Sears! Take these first-line 4 and 6-Ply ALLSTATE Companions for example. They're every inch the equal or superior of any other topflight tire on the market, but cost you anywhere from three to seven dollars less! The 4-Plies are fully guaranteed for eighteen months and the 6-Plies for twenty-four months . . . you can't go wrong, so why pay a cent more?

Available in either the smart (and tough) new Rib Tread or the ever-popular Non-Skid Tread as listed. State tread design desired when ordering. Both types feature broad, thick, road-gripping treads . . . best by Fleet-test over all types of roads, under all weather conditions!

Take advantage of these prices right now! Use our Easy Payment Plan and do all your Christmas shopping at Sears.

ALWAYS BUY A NEW TUBE WITH A NEW TIRE

If you want the maximum of safety and long wear, you should always buy a new tube with a new tire. You will get better wear from both when you do this. For utmost safety we recommend our ALLSTATE Safety Tube. Order from table at right, below.

FOR QUICKER SERVICE

We ship tires and tubes from Chicago, Philadelphia, Boston, Kansas City, Minneapolis, Binghamton, N. Y., Cleveland or Denver, whichever is nearest you. Order from Chicago, Philadelphia, Boston, Kansas City, Minneapolis or Denver.

IMPORTANT . . . When you make up your order for tires and tubes, write down ON YOUR ORDER the exact size markings which appear on the tires now on your car.

FOR EASY TERMS

On orders of $10 or more, anything and everything may be purchased on Easy Terms at Sears. Why not buy your tires this way? You need make only a small down payment with your order, and pay the balance, plus a small carrying charge, monthly.

See Page B in Center of Book for complete information.

4 and 6-PLY TIRES AND TUBES

Order any 4 or 6-Ply Combination Outfit by Catalog Number shown below. *State size.*

SIZE Tire-Rim	4-PLY Non-Skid Tire and ALLSTATE Red Tube 95 V 4400		6-PLY Non-Skid Tire and ALLSTATE Red Tube 95 V 4600	
	Both For	Wt. Lbs.	Both For	Wt. Lbs.
30x3½ O.Cl.	$5.80	16		
29x4.40-21	6.90	21	$8.75	26
29x4.50-20	7.70	22	8.80	25
30x4.50-21	7.60	22	8.75	26
28x4.75-19	7.85	24	8.95	27
29x4.75-20	8.15	24	9.35	28
30x4.75-21	8.35	25	.....	..
5.00-17	8.30	22	.....	..
29x5.00-19	8.55	25	9.80	29
30x5.00-20	9.15	26	10.45	30
31x5.00-21	9.20	27	10.50	31
33x5.00-22	10.00	27	.....	..
5.25-17	8.75	24	9.85	28
28x5.25-18	9.00	26	10.20	30
29x5.25-19	9.35	27	10.55	32
30x5.25-20	9.75	28	11.00	33
31x5.25-21	10.15	29	11.45	34
*5.50-16	9.85	23	11.15	26
*5.50-17	9.85	27	11.10	31
†28x5.50-18	10.65	29	12.00	33
†29x5.50-19	10.95	30	12.35	34
30x5.50-20	11.25	29	12.65	35
*6.00-16	10.65	27	11.80	31
6.00-17	11.30	29	12.50	35
†30x6.00-18	.....	..	$13.05	36
†31x6.00-19	.....	..	13.40	38
†32x6.00-20	.....	..	13.80	40
†33x6.00-21	.....	..	14.05	41
†34x6.00-22	.....	..	14.45	44
†35x6.00-23	.....	..	14.80	45
*6.25-16	$12.05	29	13.35	33
*6.50-16	13.25	31	14.65	35
6.50-17	.....	..	16.90	38
†30x6.50-18	.....	..	17.10	41
†31x6.50-19	.....	..	17.20	42
†32x6.50-20	.....	..	17.90	45
**7.00-15	14.80	33	16.40	40
*7.00-16	14.70	34	17.45	40
7.00-17	.....	..	18.20	43
†32x7.00-18	.....	..	18.65	46
†33x7.00-19	.....	..	19.10	48
†34x7.00-20	.....	..	19.85	51
†35x7.00-21	.....	..	20.15	52
7.50-15	17.75	37	.....	..
7.50-16	.....	..	23.20	48
†7.50-17	.....	..	26.80	53
†7.50-18	.....	..	27.30	54
†7.50-19	.....	..	28.35	59

†With flaps. Specify bent valves if needed.

*Available at no extra charge in Non-Skid or Rib Tread Tire with Tube (see illustration above.) State tread design desired. **Rib tread only in 6-Plies.

ALLSTATE SAFETY TUBES. Order by No. 95 V 5400

Sudden flats are impossible with ALLSTATE Safety Tubes on the job, regardless of the speed! The wrinkled crown of the tube actually "stuffs" itself into the blowout, lets air escape slowly, allows you to keep car under control. Fleet Tested 2,000,000 miles without a blowout.

SIZE Tire-Rim	Each	Av. Shpg. Wt.	SIZE Tire-Rim	Each	Av. Shpg. Wt.
29x4.40-21	$2.00	6 lbs.	5.50-16	$2.40	6 lbs.
30x4.50-21	2.00	6 lbs.	5.50-17	2.65	7 lbs.
28x4.75-19	2.00	6 lbs.	6.00-16	2.90	7 lbs.
5.00-17	2.15	6 lbs.	6.00-17	2.65	7 lbs.
29x5.00-19	2.00	6 lbs.	6.25-16	2.90	7 lbs.
5.25-17	2.15	6 lbs.	6.50-16	3.40	7 lbs.
28x5.25-18	2.20	6 lbs.	7.00-16	3.60	8 lbs.
29x5.25-19	2.00	6 lbs.	7.50-16	4.20	10 lbs.

YOU SAVE UP TO 50%

OVER PRICES ASKED FOR OTHER 4-PLY TIRES OF SIMILAR QUALITY

DEARBORN

REG. U. S. PAT. OFF.

$3.89 TIRE ONLY

30x3½ CLINCHER

GUARANTEED UNTIL NEXT CHRISTMAS

Twelve months of trouble-free service at almost unbelievably low cost! Mile for mile the most economical tire of its class. Priced so low you can buy 2 or 4. Easily the "most for your money" of any bargain tire on the market—and superior to many other tires selling from 30% to 50% higher! See opposite page for shipping points.

DEARBORN 4-PLY TIRES and TUBES

Order by Catalog Number 95 V 200. State Size.

SIZE	DEARBORN 4-Ply Tires		HERCULES Gray Tube		ALLSTATE Red Tube	
Tire Rim	Each	Shpg. Wt.	Each	Shpg. Wt.	Each	Shpg. Wt.
30x3½ Cl.	$3.89	13 lbs.	$0.75	2 lbs.	$1.10	3 lbs.
29x4.40-21	4.49	15 lbs.	.90	3 lbs.	1.15	3 lbs.
29x4.50-20	4.79	16 lbs.	.85	3 lbs.	1.10	3 lbs.
30x4.50-21	4.99	16 lbs.	.90	3 lbs.	1.15	3 lbs.
28x4.75-19	5.29	17 lbs.	.95	3 lbs.	1.25	4 lbs.
29x5.00-19	5.59	18 lbs.	.95	3 lbs.	1.25	4 lbs.
5.25-17	5.79	18 lbs.	.95	3 lbs.	1.30	3 lbs.
28x5.25-18	5.99	19 lbs.	1.00	3 lbs.	1.35	4 lbs.
5.50-16	6.49	19 lbs.	1.15	3 lbs.	1.30	3 lbs.
5.50-17	6.59	20 lbs.	1.20	3 lbs.	1.55	4 lbs.
6.00-16	7.19	22 lbs.	1.20	3 lbs.	1.65	4 lbs.
6.25-16	8.19	23 lbs.	1.20	3 lbs.	1.65	4 lbs.
6.50-16	8.99	25 lbs.	1.65	4 lbs.	1.90	4 lbs.
7.00-16	10.19	28 lbs.	1.65	4 lbs.	1.90	4 lbs.

Specify bent valves for Disc Wheels if needed.

You Don't Need Cash—Pay As You Ride—Use Sears Easy Terms—SEE PAGE B IN CENTER OF BOOK

DEARBORN GUARANTEE **The Dearborn Tire is guaranteed for 12 full months. Should this tire fail within 12 months from date of purchase, return it to our nearest Mail Order House or Retail Store. We will either repair it at no extra charge to you or replace it with a new tire, charging you one-twelfth of the current price for each month the tire has been in your possession.**

SAVE UP TO 50% OVER NATIONALLY ADVERTISED BATTERY PRICES!*

75c ALLOWANCE

Remit full price with order. We send coupon worth 75c in cash when old battery is delivered prepaid to any Sears Retail Store or Mail Order House.

HOW TO ORDER—Find your car listing below. Note type required—1, 1A, 1B or 2. Then order battery you want from tables. If car is not listed, measure old battery and order by size. (Height size is measured to top of posts.) **State make, year and model.**

Shipped freight prepaid, separate from other merchandise. Order from nearest Mail Order House.

Type 1 (Inches) 9 5/16Lx7 1/16Wx8 11/16H. Fits Buick 1928–37 light models only; Chev. 1935–36; DeSoto 1929–33 6-cyl.; Dodge 1930–31 6-cyl., 1934–39; Essex 1922–31; Ford 1928–32, 1933 4-cyl.; Nash 1925–39 single ign.; Olds. 1930–33, 1935–37 6-cyl.; Plym. 1928–39; Pont. 1926–32, 1935-37 6-cyl.; Terrap. 1933 6-cyl.; Willys 1937–39.

Type 1A (Inches) 9⅝Lx7 1/16Wx8 11/16H. Fits Chev. 1929–34 6-cyl.; Olds. 6, 1934; Pont. '33.

Type 1B (Inches) 10½Lx7⅛Wx7⅝H. Fits Chev. 1937–39; Ford V8 1933–39 (For 1937 specify special vent caps); Hudson 1935–39 6-cyl.; Lincoln Zephyr 1936–39; Terrap.'34–38.

Type 2 (Inches) 10⅜Lx7 1/16Wx8 11/16H. Fits Buick 1928–37 larger models; Chrys. 1932–36 6-cyl.; DeSoto 1930–31 8-cyl. 1934–39; Olds. 1934–37 8-cyl. Pontiac 1932, 1934–37 8-cyl.

Sears Master delivers the reserve power needed for radio, heater, etc. for 3 years. **Cross Country** will give excellent service for 2 years and **Argosy** will give dependable service for 12 months. See Page B in center of book for Easy Terms.

SEARS ARGOSY

- Guaranteed 12 months.
- Port Orford Cedar Separators.
- Scientifically tested and inspected.
- 95 ampere output. • 75 ampere hour capacity. (Ratings for Type 1).

Type	Catalog No.	Plates	Price	Shpg. Wt.
1	28VM53F	39	$3.45	38 lbs.
†1A	28VM53CF	39	3.45	38 lbs.
1B	28VM53VF	45	3.45	40 lbs.

CROSS COUNTRY POWERMAX

- Guaranteed 24 months.
- Durable Ebrok Container.
- More starting power at zero.
- 119 ampere output. • 95 ampere hour capacity. (Ratings for Type 1).

Type	Catalog No.	Plates	Price	Shpg. Wt.
1	28VM68F	45	$5.25	42 lbs.
†1A	28VM69F	45	5.25	42 lbs.
1B	28VM70F	51	5.25	44 lbs.
2	28VM72F	51	6.35	46 lbs.

SEARS MASTER

- Guaranteed for 36 months.
- Plates ½-in. higher than Standard.
- 150-ampere output.
- 120-ampere hour capacity.
- 3045 square inches of plate area.
- Selected vertical grain Port Orford cedar separators. • Protek-top one-piece cover and hard rubber case.

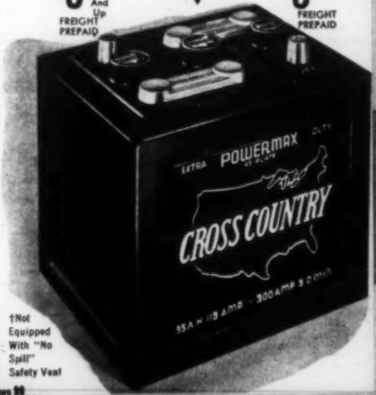
(Ratings for Type 1)

Type	Catalog No.	Plates	Price	Shpg. Wt.
1	28VM87F	51	$7.25	46 lbs.
1B	28VM88F	57	7.25	47 lbs.

POWERMAX **$5.25** And Up FREIGHT PREPAID

NEW! NO SPILL SAFETY VENT

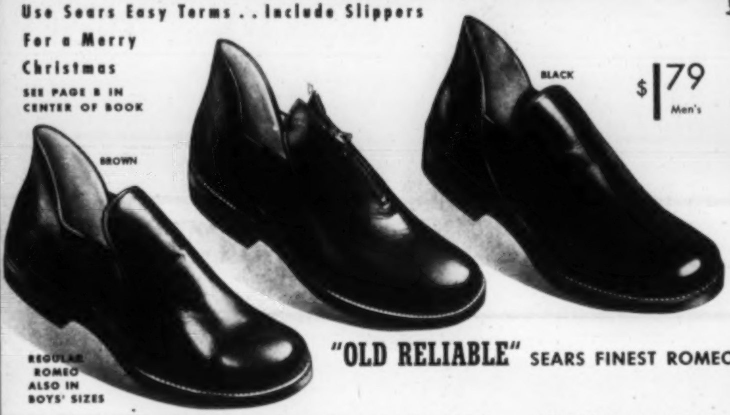
ARGOSY **$3.45** FREIGHT PREPAID



†Not Equipped With "No Spill" Safety Vent

Use Sears Easy Terms . . Include Slippers For a Merry Christmas

SEE PAGE B IN CENTER OF BOOK



$1.79 Men's

"OLD RELIABLE" SEARS FINEST ROMEOS

- —*Soft, pliable, fine quality kidskin leather*
- —*Pull tabs smooth leather lined for strength*
- —*Vamps lined with smooth drill for comfort*
- —*Elastic side gores g-i-v-e with every step*
- —*Grain leather lined quarters give smooth fit*
- —*Firm, solid oak-tanned leather insoles hold Romeos in shape for lasting comfort and fit*

There's a man or boy on your list who's Christmas won't be complete without a pair of these comfortable Romeos to remember you by! Flexible stitchdown construction bends easily . . . leaves insoles smooth. Leather outsoles oak-tanned (a superior method) for extra wear. Live, springy rubber heels.

Wide width. *Order ½ size smaller than shoe.*

Men's Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12, 13. Shipping weight, 2 lbs.
67 V 3972—Brown. Slide Fastener Model.
67 V 3936—Brown. Regular Model.
67 V 3946—Black. Regular Model. Pair *$1.79*

Boys' Sizes 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½. Shipping weight, 1 pound 5 ounces.
67 V 3956—Brown. Regular Model. Pair *$1.69*

KIDSKIN ROMEOS

$1.45

How To Order

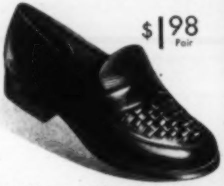
Unless otherwise specified, order same size as shoe.

If slipper you want is listed with ***No Half Sizes*** and you wear ½ size shoes (for example, 7½ or 8½) order as follows:

For average feet (C, D, E widths) order ½ size **larger** than your leather shoe (Example: for 7½ shoes, order size 8).

For very narrow feet (AA, A, B widths) order ½ size **smaller** than your leather shoe (Example: for 7½ shoes, order size 7).

HUARACHE-TYPE TOPS



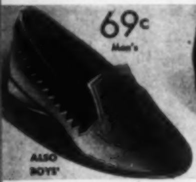
$1.98 Pair

Extra comfortable for chilly winter nights—they're full leather lined! Yet see what an economical gift they make! Soft, pliable brown kidskin leather uppers. Flexible stitchdown construction leaves solid oak-tanned leather insoles smooth. Leather outsoles oak-tanned for extra wear. Elastic side gores. Live rubber heels. Wide width.

Men's Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. *State size.*
67 V 3933—*Order ½ size smaller than shoe.* Shpg. wt., 1 lb. 13 oz. . *$1.45*

Hand-woven tops in the pliable elk-tanned brown leather uppers give amazing comfort over the toes—no wonder they make such practical, appreciated gifts! Stitchdown construction leaves smooth surfaces on the solid oak-tanned leather insoles. Leather outsoles are oak-tanned (a superior method) for longer wear. Live rubber heels. Wide width.

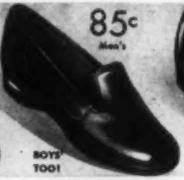
Men's Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. *State size.*
67 V 3976—Shipping weight, 1 pound 13 ounces. Pair. *$1.98*



"Indian Chief" design on brown split leather. Contrasting leather collars. Padded soles, heels. Wide width. No half sizes. *State size.*

Mens' Sizes 6, 7, 8, 9, 10, 11, 12.
67 V 3915—Shpg. wt., 13 oz. . *69c*

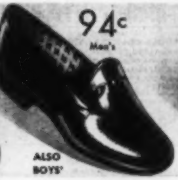
Boys' Sizes 1, 2, 3, 4, 5.
67 V 3951—Shpg. wt., 11 oz. . *59c*



Elk-tanned leather; padded soles. Wide width. No half sizes. *State size.* Shipping weight, 12 oz.

Men's Sizes 6, 7, 8, 9, 10, 11, 12.
67 V 3925—Brown.
67 V 3926—Black. Pair. *85c*

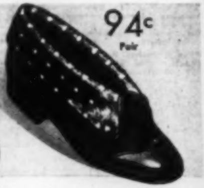
Boys' Sizes 1, 2, 3, 4, 5.
67 V 3975—Brown. Pair. . . . *75c*



Brown leather-like fabric. Oak leather soles. Rubber heels.

Men's Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. Wide width.
67V3910—Shpg. wt., 1 lb. 4 oz. *94c*

Boys' Sizes 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½. Wide width.
67 V 3964—Shpg. wt., 1 lb. . . *89c*

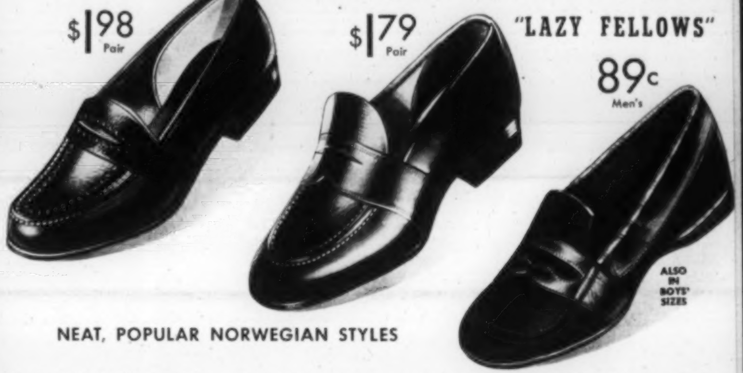


Wear the checked felt collar up on cold nights. Brown felt uppers. Flexible band turned leather soles. Kid leather reinforced toes. Rubber heels. *State size.*

Men's Sizes 6, 7, 8, 9, 10, 11, 12. No half sizes. Wide width.
67 V 3904—Shpg. wt., 1 lb. 8 oz. *94c*

WATCH HIM SMILE—GIVE HIM COMFORTABLE

"LAZY FELLOWS"



NEAT, POPULAR NORWEGIAN STYLES

Rich, colorful gifts of pliable, unlined Burgundy color elk-tanned leather with black "saddles" and trim. Extra flexible soft leather insoles for comfort. Long-wearing oak-tanned leather soles. Live rubber heels.

Men's Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. Wide width. *State size*

67 V 3982—Shpg. wt., 2 lbs. 2 oz. Pr.. **$1.98**

Faithful copies of famous "after-skiing" slippers—they're ideal gifts. Soft, rugged elk-tanned chocolate brown leather uppers. Long-wearing oak-tanned (a superior method) leather soles. Live, springy rubber heels.

Men's Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. Wide width. *State size.*

67 V 3920—Shpg. wt., 1 lb. 6 oz. Pr . . . **$1.79**

Warm, comfortable brown felt, smartly trimmed with brown leather. Leather outside back reinforcements. Comfortably padded soles.

Wide width. No half sizes. *State size.*

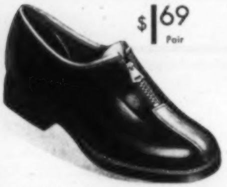
Men's Sizes 6, 7, 8, 9, 10, 11, 12.

67 V 3986—Shpg. wt., 1 lb. Pair **89c**

Boys' Sizes 1, 2, 3, 4, 5.

67 V 3987—Shpg. wt., 14 oz. Pair **79c**

SLIDE FASTENER



On or off quick as a wink! And practical for occasional outdoor use, too! Unlined brown elk-tanned leather uppers. Flexible stitchdown construction leaves solid oak-tanned leather insoles smooth. Leather outsoles are oak-tanned (a slower, superior method) for longer wear. Leather counters keep heels well-fitting. Live rubber heels. Wide width.

Men's Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. *State size.*

67 V 3973—Shipping weight, 1 pound 13 ounces. Pair **$1.69**

How To Order

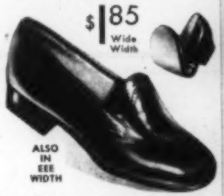
Unless otherwise specified, order same size as shoe.

If slipper you want is listed with ***No Half Sizes*** and you wear ½ size shoes (for example, 7½ or 8½), order as follows:

For average feet (C, D, E widths) order ½ size **larger** than shoe (Example: for 7½ shoe, order 8).

For very narrow feet (AA, A, B widths) order ½ size **smaller** than your leather shoe (Example: for 7½ shoe, order size 7).

KIDSKIN EVERETTS

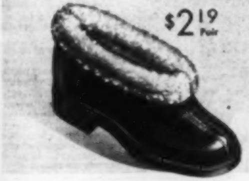


Flexible as a willow twig—because they're hand turned! Full leather lined for warmth and smooth fit. Leather soles are oak tanned (a slower, superior method) for longer wear. Springy rubber heels.

Men's Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. *State size.* Shipping weight, 1 pound 8 ounces.

67 V 3922–Brown (Wide Width). *67V*3921–Black (Wide Width). Pr. **$1.85**

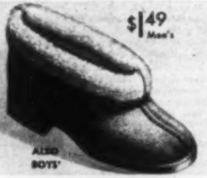
67 V 3923–Brown. EEE (Triple Wide) width. Pair 2.29



Surround his feet with the soft warmth of sheepskin wool lining and insoles—keep cold out! Brown kidskin leather uppers. Leather soles, oak-tanned (a slower, superior method) for longer wear. Live rubber heels. Wide width.

Men's Sizes 6, 7, 8, 9, 10, 11, 12. No half sizes. *State size.* Shpg. wt., 2 lbs. 2 oz.

67 V 3960—Pair **$2.19**



Thick, warm, natural color sheepskin pelt wool uppers. Leather soles, oak-tanned for longer wear. Live, springy rubber heels.

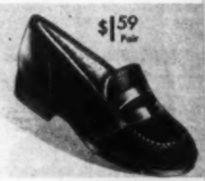
Wide width. No half sizes. *State size.*

Men's Sizes 6, 7, 8, 9, 10, 11, 12.

67 V 3937—Shpg. wt., 1 lb. 6 oz. Pair. **$1.49**

Boys' Sizes 1, 2, 3, 4, 5.

67 V 3963—Shpg. wt., 12 oz. Pair 1.39



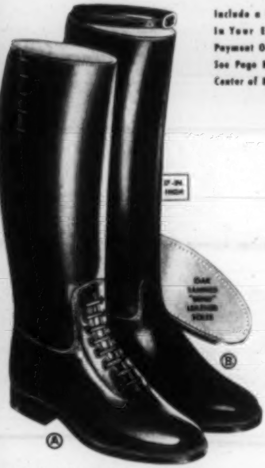
Popular style added to practical warmth in these copies of "after-skiing" slippers. Leather trimmed warm sheepskin pelt wool uppers. Thick, cushiony sheepskin insoles. Oak-tanned leather soles. Rubber heels.

Men's Sizes 6, 7, 8, 9, 10, 11, 12. No half sizes. *State size.* Shipping wt., 1 lb. 12 oz.

67 V 3978—Brown. Pair **$1.59**

MERRY CHRISTMAS SAVINGS TO PLEASE OUTDOOR MEN

Include a Pair
In Your Easy
Payment Order
See Page 8 in
Center of Book


17-IN. HIGH
OAK TANNED "BEND" LEATHER SOLES
Ⓑ
Ⓐ

17-IN. HIGH
OAK TANNED "BEND" LEATHER SOLES
16-IN. HIGH
OILIZED "BEND" LEATHER SOLES
STORM WELT

Styled for Field and Saddle

$5.25 Riding Boots

- —*Fine, smooth grain leather uppers*
- —*Goodyear Welts give you smooth, solid, oak-tanned leather insoles*
- —*Tough, oak-tanned leather topped heels*

Men's Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. D (Med. Wide) width. Shpg. wt., 4 lbs. 3 oz.

A: Laced Field Boots; Leather Lined Legs

67 V 4908—Brown. 67V4905—Black. Pr . . $5.95

B: Fully Lined Riding Boots

67 V 4903—Brown. 67V4904—Black. Pr . . $5.25

Engineers' Field Boots

$5.45 Pair

- —*Sturdy grain leather uppers*
- —*Goodyear Welts give smooth, solid leather insole comfort*
- —*Tough solid leather heels*

Solid leather—super-strong. Easy to slip on and off. Riveted steel arch supports.

Men's Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. D (Med. Wide) width. *State size.* Shpg. wt., 4 lbs. 3 oz.

67V4917—Double-Tanned Black Uppers.
67V4862—Elk-Tanned Brown Uppers. Pr..$5.45

Antique Color "Hiker"

$6.95 Pair

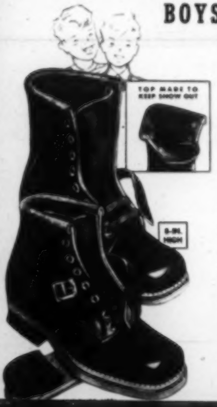
- —*Selected natural tan leather uppers, gusset tongues, hand rubbed to a rich, mellow finish*
- —*Smooth leather vamp linings*

Goodyear Welts give smooth surfaces on the non-curling solid leather insoles. Restful steel arch supports. Solid leather heels.

Men's Sizes 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12 in C, E widths. *State size, width.*

67V4863—Shpg. wt., 4 lbs. 6 oz. Pr. . $6.95

BOYS GET A BIG "KICK" OUT OF THESE GIFTS!


TOP MADE TO KEEP SNOW OUT
8-IN. HIGH

Ski Type
SPORT SHOES

$2.39 5-Inch **$2.59** 8-Inch

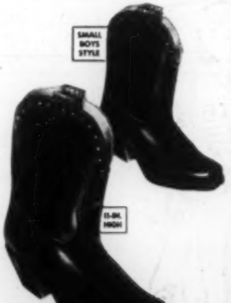
- —*Moisture-resisting oil-tanned chocolate brown leather uppers*
- —*Smooth drill lined vamps*
- —*Shape-retaining solid grain leather insoles*
- —*Sure-Grip, non-marking "Compo" outsoles*

Grooved rubber heels make it easy to fasten on skis. Ski-type hard square toes protect your toes . . . give them more room. Leather straps on outside of shoes brace your ankles.

Boys' Sizes 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½, 6. Wide width. *State size.*

67 V 5300–5-In. Shoe. Shipping weight, 2 lbs. 10 oz. Pair $2.39

67 V 5611—8-in. Hi-Cut. Shipping weight, 3 lbs. 8 oz. Pair $2.59



Snappy
COWBOY BOOTS

$3.98 Boys' **$3.49** Small Boys'

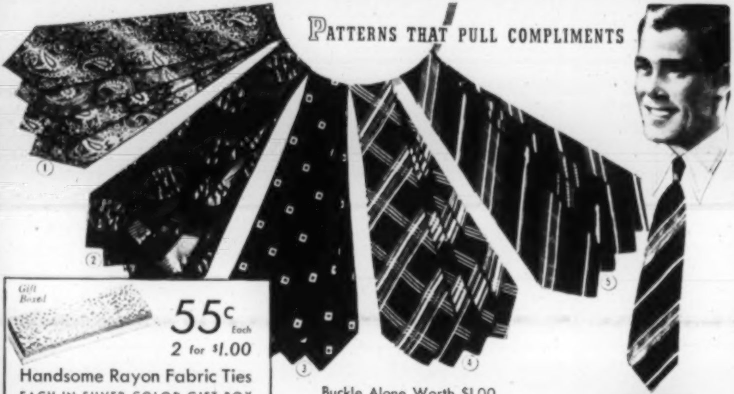
- —*Barnyard manure-resisting double-tanned black leather*
- —*Fully lined for smooth comfort and long wear*
- —*Genuine Goodyear Welts give smooth, solid leather insoles*
- —*Extra tough "bend" leather soles, oak-tanned for wear*

Just like the boots regular cowboys wear—no wonder every boy wants to find a pair under *his* Christmas tree! Fancy stitched legs. Steel shanks for strength and restful arch support. High, all leather cowboy heels.

Boys' Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6. Wide width. *State size.* Shpg. wt., 3 lbs. 4 oz.
67V5641—11 in. high. Pr. $3.98

Small Boys' Sizes 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2. Wide width. *State size.* Shipping weight, 2 lbs. 6 oz.
67V5875—9-in. high. Pr. $3.49

PATTERNS THAT PULL COMPLIMENTS



Gift Boxed

55c Each
2 for $1.00

Handsome Rayon Fabric Ties

EACH IN SILVER COLOR GIFT BOX

Pick any of these ties, you'll be sure of satisfying his taste! Handmade of softly draping rayon fabrics—with bias cut all wool interlining that resists wrinkles, keeps ties shapely. Popular colors and patterns similar to those illustrated

Colors: Blue, Maroon, Brown or Green.

Persian Patterns . . . Group No. 1—allover figures, copied after designs of expensive neckwear.

Satin Brocades . . . Group No. 2—mottled effect figures that go well with plain shirts.

Figured Patterns . . . Group No. 3—accepted as "style-right" by the best men's shops.

Plaid Patterns . . . Group No. 4—picked by the men who like stripes and those who like checks.

Striped Patterns . . . Group No. 5—like those you'll see in men's apparel magazines.

33 V 8300—*State color and group number of tie wanted.* Shpg. wt., ea., 3 oz., of two, 5 oz.

Buckle Alone Worth $1.00

98c Set →

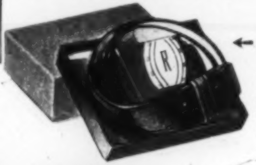
Sterling SILVER initialed buckle on cowhide bridle leather belt, about 1⅛ inch wide. Boxed.

Even Sizes: 30 to 44 in. waist. *Colors:* Black or Brown. All initials but I, O, Q, U, V, X, Y or Z.

State size, color and print initial.

33 V 8902—Shipping weight, 6 ounces.

New Ties, Mufflers and Belts • • All Welcome Gifts That You Can Include With Any $10 Easy Payment Order • • See Page 8 in Center of Book



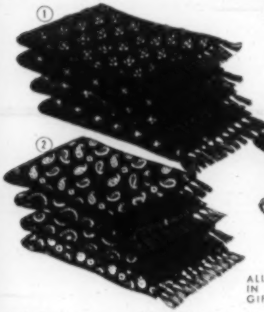
← Silver Plated Buckle Set

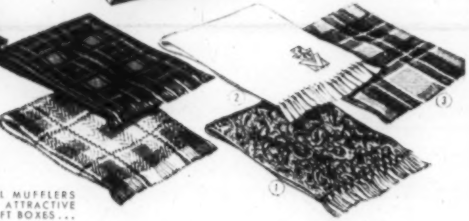
49c Set

Cowhide bridle-leather belt, about 1⅛ inch wide . . . with his initial on buckle. In gift box.

Even Sizes: 30 to 44 inches waist. *Colors:* Black or Brown. All initials except, I, O, Q, U, V, X, Y or Z. *State size, color and print initial.*

33 V 8900—Shipping weight, 6 oz.





ALL MUFFLERS
IN ATTRACTIVE
GIFT BOXES . . .

Soft Spun Rayon . . Gift Folder

49c Each

Rich new rayon fabric that's been given the quality look of lightweight wool. It's seldom used in mufflers costing less than $1! About 9¼x48 inches including knotted zephyr wool fringe. Practically wrinkleproof.

Colors: Blue, Maroon, Green or Brown. (1) Smart spaced Figures; (2) Paisley Figures. *State pattern number and color.*

33 V 9502—Shipping weight, 8 ounces.

Zephyr Wool . . . New Low Price

49c Each

Select quality zephyr wool yarns woven in a luxuriously soft finish. Beautiful clear plaids that go well with any color coat. About 12x48 inches with self fringe. It's the lowest price we've ever seen on genuine zephyr wool! Attractive folder makes gift wrapping easy. Assorted plaids. *Predominating Colors:* Blue, Gray, Maroon, Brown or Green. *State color.*

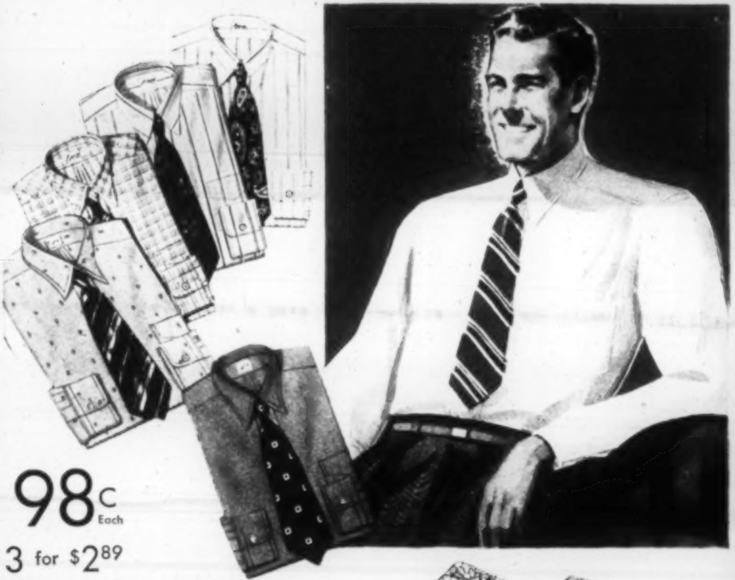
33 V 9501—Shipping weight, 7 ounces.

Regular $1.00 Quality

79c Each

Softly draping mufflers in silk (35% weighted), rayon crepe or all wool. **Patterns:** (1) *Weighted Silk* Paisley, (2) Plain color rayon crepe, embroidered crest. Both in Ground Colors Blue, Maroon or White (3) *All Wool* plaids in colors Blue, Maroon, Gray or Green. Each, 12x50 inches with fringe, packed in gift box. Shpg. wt., 8 oz.

33 V 9592—*State pat. no., color.*



98c Each

3 for $\$2^{89}$

SANFORIZED-SHRUNK

SHIRTS AND PAJAMAS

Non-Wilt Fused Collar Shirts

Easy on your budget . . . and they're gift quality shirts. Plain colors are lustrous combed cotton broadcloth . . . fancies are woven cotton shirtings, madras or broadcloth. SANFORIZED, maximum fabric shrinkage 1%. Pleated sleeves. Individually boxed. Ties not included.

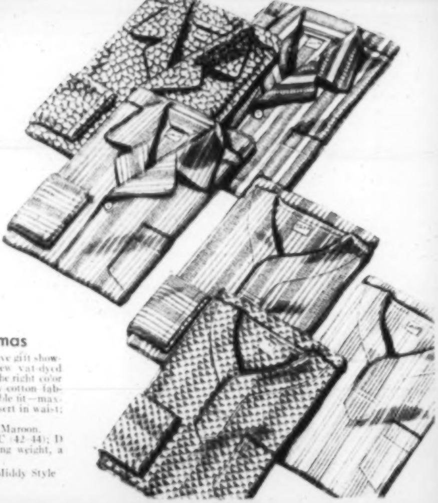
Figures and stripes in Blue, Gray, Green or Tan.

Sizes: 14, 14½, 15, 15½, 16 in sleeve lengths 32, 33, 34, 35. *Sizes:* 16½ and 17 in sleeve lengths, 33, 34 and 35 only. *State size, sleeve length and color.* Shipping weight, each, 1 lb., of three, 3 lbs.

33 V 3040—Plain White
33 V 3043—Dk. Figures
33 V 3044—Lt. Figures
33 V 3041—Plain Blue
33 V 3045—Dk. Stripes
33 V 3046—Lt. Stripes

98c Each; 3 for $2.89

INCLUDE THESE HANDSOME GIFTS WITH ANY $10 ORDER AND BUY ON EASY TERMS . . . SEE PAGE 8 IN CENTER OF BOOK



Two Styles in Fancy Pajamas

Here's where little money makes an impressive gift showing! Fashion Tower pajamas in bright new vat-dyed patterns . . . especially designed to hit just the right color note for the holidays. Made of good quality cotton fabrics, SANFORIZED to keep their comfortable fit—maximum fabric shrinkage only 1%. Elastic insert in waist; won't pull or bind. Individually boxed.

Assorted Patterns in Colors: Blue, Tan, Maroon.

Sizes: A (34-36-inch chest); B (38-40); C (42-44); D (46-48). *State size letter and color.* Shipping weight, a suit, 1 lb. 2 oz., 3 suits, 3 lbs. 3 oz.

33 V 2110—Notch Coat
33 V 2111—Middy Style

98c a Suit; 3 for $2.89

4 STAR FEATURE

FOR THE MEN WHO HEAD YOUR LIST

NO WONDER RIPPLESHEEN RATES FOUR STARS! ★ NEW LUSTER
★ NEW DURABILITY ★ SANFORIZED ★ FLAWLESSLY TAILORED

Luxurious New Ripplesheen

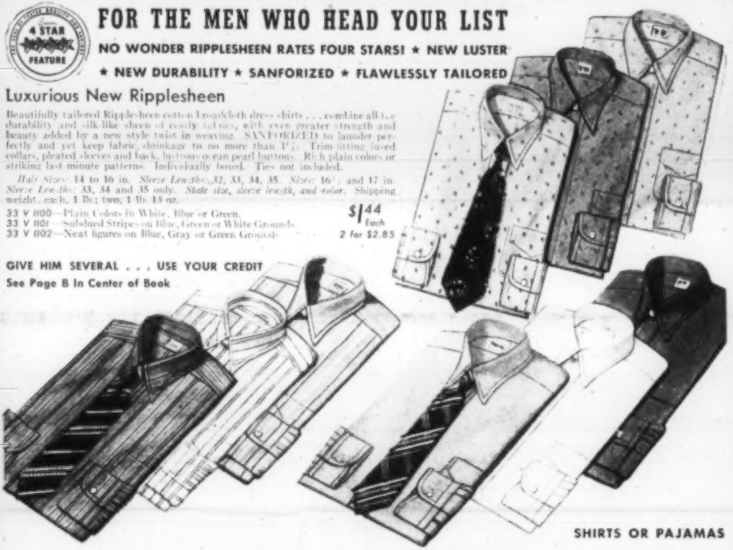
Beautifully tailored Ripplesheen cotton broadcloth dress shirts . . . combine all the durability and silk-like sheen of costly fabrics, with even greater strength and beauty added by a new style twist in weaving. SANFORIZED to launder perfectly and yet keep fabric shrinkage to no more than 1%. Trim fitting fused collars, pleated sleeves and back, lustrous ocean pearl buttons. Rich plain colors or striking last-minute patterns. Individually boxed. Ties not included.

Half Sizes: 14 to 16 in. *Sleeve Lengths:* 32, 33, 34, 35. *Sizes:* 16½ and 17 in. *Sleeve Lengths:* 33, 34 and 35 only. *State size, sleeve length, and color.* Shipping weight, each, 1 lb.; two, 1 lb. 13 oz.

33 V 1100—Plain Colors in White, Blue or Green.
33 V 1101—Subdued Stripes on Blue, Green or White Grounds.
33 V 1102—Neat figures on Blue, Gray or Green Grounds.

$1.44 Each
2 for $2.85

GIVE HIM SEVERAL . . . USE YOUR CREDIT
See Page B In Center of Book



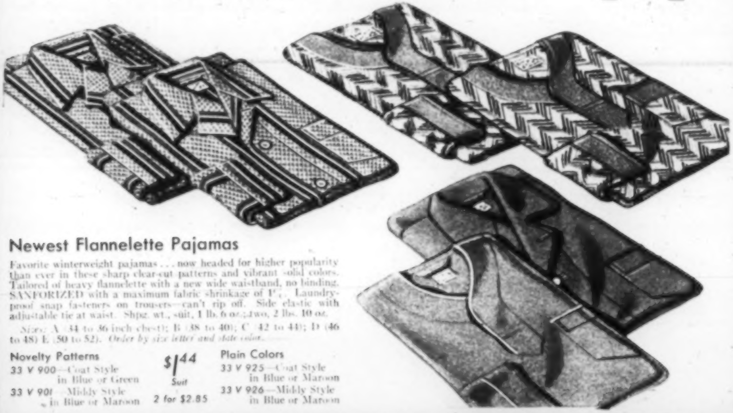
SHIRTS OR PAJAMAS

$1.44 Each
2 for $2.85

4 STAR FEATURE

4-STAR FEATURE QUALITY STANDS OUT

ALL THAT'S NEW IN PAJAMAS MAKE THESE 4-STAR FEATURES
★ NO-BIND WIDE WAISTBAND ★ SNAP FASTENER ON TROUSERS
★ SANFORIZED—LASTING FIT ★ CLEAR CUT PRINTS—RICH COLORS



Newest Flannelette Pajamas

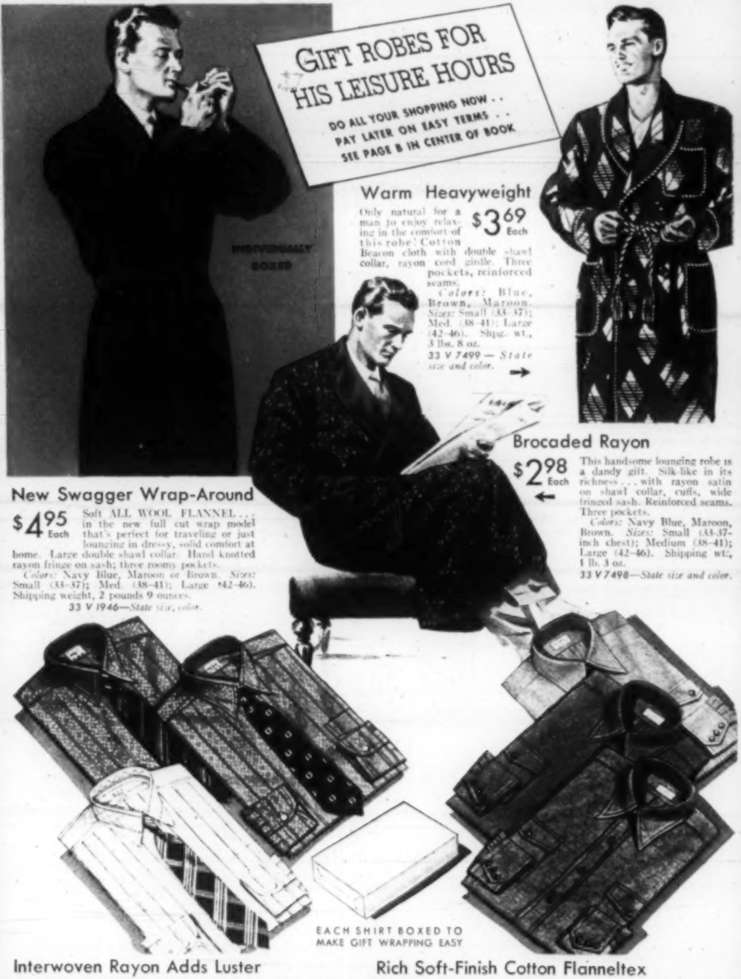
Favorite winterweight pajamas . . . now headed for higher popularity than ever in these sharp clear-cut patterns and vibrant solid colors. Tailored of heavy flannelette with a new wide waistband, no binding. SANFORIZED with a maximum fabric shrinkage of 1%. Laundry-proof snap fasteners on trousers—can't rip off. Side elastic with adjustable tie at waist. Shpg. wt., suit, 1 lb. 6 oz.; two, 2 lbs. 10 oz.

Sizes: A (34 to 36 inch chest); B (38 to 40); C (42 to 44); D (46 to 48) E (50 to 52). *Order by size letter and state color.*

Novelty Patterns
33 V 900—Coat Style in Blue or Green
33 V 901—Middy Style in Blue or Maroon

$1.44 Suit
2 for $2.85

Plain Colors
33 V 925—Coat Style in Blue or Maroon
33 V 926—Middy Style in Blue or Maroon



GIFT ROBES FOR HIS LEISURE HOURS

DO ALL YOUR SHOPPING NOW . .
PAY LATER ON EASY TERMS . .
SEE PAGE B IN CENTER OF BOOK

Warm Heavyweight

$3.69 Each

Only natural for a man to enjoy relaxing in the comfort of this robe! Cotton Beacon cloth with double shawl collar, rayon cord girdle. Three pockets, reinforced seams.

Colors: Blue, Brown, Maroon. *Sizes:* Small (33–37); Med. (38–41); Large (42–46). Shpg. wt., 3 lbs. 8 oz.

33 V 7499 — *State size and color.* →

Brocaded Rayon

$2.98 Each ←

This handsome lounging robe is a dandy gift. Silk-like in its richness . . . with rayon satin on shawl collar, cuffs, wide fringed sash. Reinforced seams. Three pockets.

Colors: Navy Blue, Maroon, Brown. *Sizes:* Small (33-37-inch chest); Medium (38–41); Large (42–46). Shipping wt., 1 lb. 3 oz.

33 V 7498—*State size and color.*

New Swagger Wrap-Around

$4.95 Each

Soft ALL WOOL FLANNEL . . . in the new full cut wrap model that's perfect for traveling or just lounging in dressy, solid comfort at home. Large double shawl collar. Hand knotted rayon fringe on sash; three roomy pockets.

Colors: Navy Blue, Maroon or Brown. *Sizes:* Small (33–37); Med. (38–41); Large (42–46). Shipping weight, 2 pounds 9 ounces.

33 V 1946—*State size, color.*

EACH SHIRT BOXED TO MAKE GIFT WRAPPING EASY

Interwoven Rayon Adds Luster

$1.29 Each
2 for $2.50

Cotton broadcloth woven through with lustrous rayon . . . soft Trupoint collar. SANFORIZED-SHRUNK, maximum fabric shrinkage only 1%. Ties not included.

Half Sizes: 14 to 16 in. *sleeve lengths:* 32, 33, 34, 35. *Sizes:* 16½ and 17 in. *sleeve lengths:* 33, 34, 35 only. *Colors:* Striped patterns on Blue, Green or White Grounds. *State size, sleeve length and color.*

33 V 71—Shipping weight, each, 1 lb.; two, 1 lb. 13 oz.

Rich Soft-Finish Cotton Flanneltex

$1.69 Each
2 for $3.29

A new luxury shirt for the man who likes casual, comfortable clothes. Sporty California soft collar style . . . made of select cotton shirtings. SANFORIZED-SHRUNK to cut fabric shrinkage to 1%. Two flap pockets. Individually boxed.

Half sizes: 14 to 16 in. *sleeve lengths:* 32, 33, 34, 35. *Sizes:* 16½ and 17 in. *sleeve lengths:* 33, 34, 35. *Colors:* Plain Blue, Gray or Green. *State size, sleeve length and color wanted.*

33 V 72—Shipping weight, each, 1 lb. 3 oz.; two, 2 lbs. 1 oz.

RICH LEATHER GLOVES
MAKE WELCOME GIFTS
SMOOTH FITTING AND WARM

Put gloves and Pajamas on Your Gift List Now... For Easy Terms See Page B in Center of Book

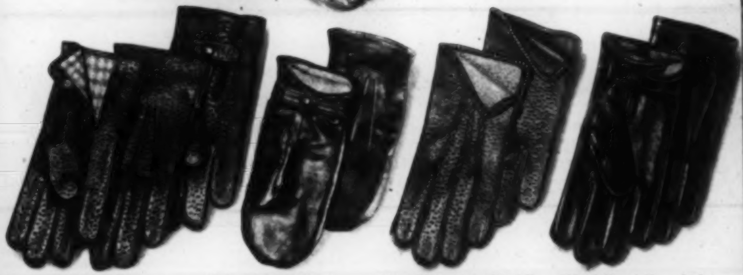
Fine Capeskin—Fur Lined

Fine grained Imported capeskin leather . . . chrome tanned so it will never get stiff and boardy . . . fully lined with soft clipped coney (rabbit fur). Full outseam sewn . . . distinctive "Imperial" stitched backs. Each pair attractively boxed.

Colors: Brown or black. *Half Sizes:* 8 to 10½. *State size and color.* Shpg. wt., a pair, 10 oz.

Button Top Style, windshield zore. 33 V 4127 **$1.98 Pr.**

Adjustable Strap Wrist 33 V 4128 **$2.29 Pr.**



Pig-Grained Leather

Chrome-tanned capeskin. Rayon and cotton fleece lining.

Colors: Dark Brown or Black. *Half Sizes:* 8 to 10½. *State size and color.* Shpg. wt., 6 oz.

33V4264—Button Top
33V4266—Slip-On
33V4262—Strap Wrist **94¢ Pr.**

Wool Lined Mitts

Chrome tanned grain side horsehide . . . scuff-proof. Pure wool pre-shrunk lining, adjustable wrist strap. Stitched back. Shpg. wt., 8 oz.

Sizes: Medium or Large. *State size.*

33 V 4416—Black **$1.39 Pr.**

New "Swagger Stitch"

Pig-grained capeskin slip-ons. Serpentine stitching on back.

Colors: Cork or Black. *Half Sizes:* 7½ to 10½. *State size, color.* Shipping weight, 5 oz.

33 V 4014—Unlined
33 V 4164—Rayon and cotton fleece lined. **$1.59 Pr.**

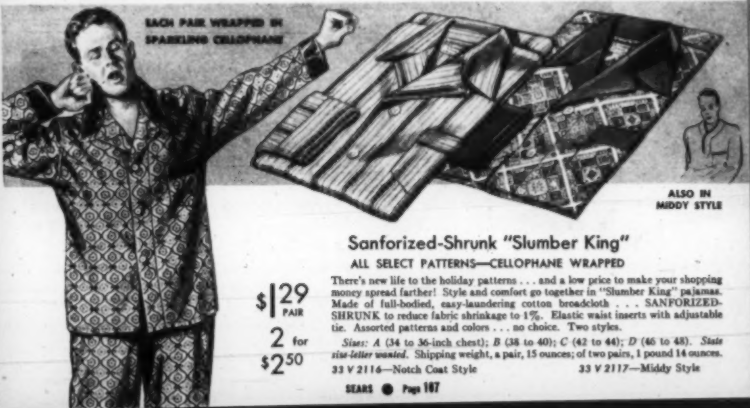
Wool Lined Horsehide

Pure wool faced knit lining. Select scuff-proof grain side horsehide. Adjustable wrist strap.

Colors: Brown or Black.

Half Sizes: 8 to 10½. *State size and color.*

Shpg. wt., a pr., 7 oz.
33 V 4135 **$1.49 Pr.**



ALSO IN MIDDY STYLE

Sanforized-Shrunk "Slumber King"

ALL SELECT PATTERNS—CELLOPHANE WRAPPED

$1.29 PAIR

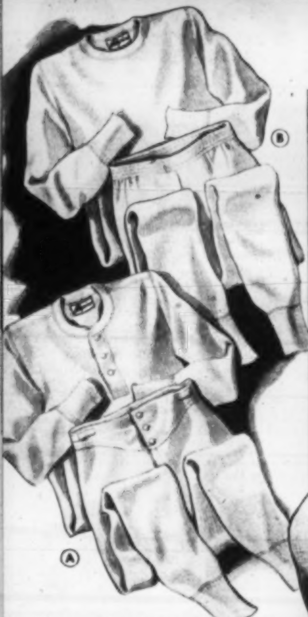
2 for $2.50

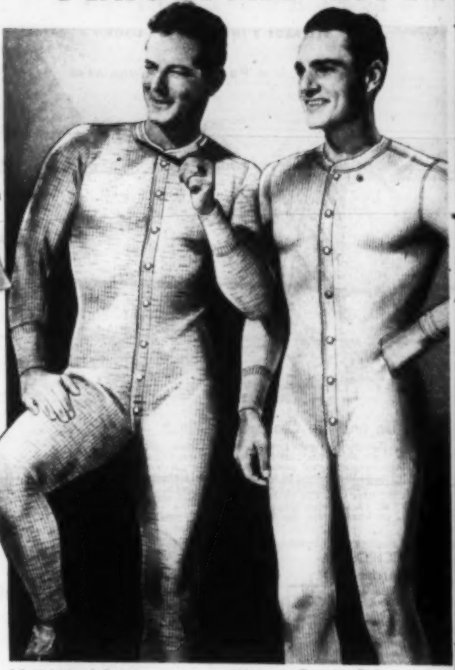
There's new life to the holiday patterns . . . and a low price to make your shopping money spread farther! Style and comfort go together in "Slumber King" pajamas. Made of full-bodied, easy-laundering cotton broadcloth . . . SANFORIZED-SHRUNK to reduce fabric shrinkage to 1%. Elastic waist inserts with adjustable tie. Assorted patterns and colors . . . no choice. Two styles.

Sizes: A (34 to 36-inch chest); *B* (38 to 40); *C* (42 to 44); *D* (46 to 48). *State size-letter wanted.* Shipping weight, a pair, 15 ounces; of two pairs, 1 pound 14 ounces.

33 V 2116—Notch Coat Style
33 V 2117—Middy Style

PRACTICAL GIFT





Shirts and Drawers

CHOICE OF STYLES

37c Each Garment   4 for $1.43

Both styles in good warm winter weight. Both the same fine bargain. Good quality cotton, knit in elastic rib stitch; well made, well finished.

Color: Cream. *Shirts: Even Sizes:* 34 to 46-inch chest. *Drawers: Even Sizes:* 32 to 44-inch waist. *State size.* Shipping weight, each, 15 oz.; four, 2 lbs. 14 oz.

Ⓐ Regular Style

Shirts have shoulder inserts; collarette neck, long sleeves. Ankle length drawers have double crotch; strong facing; drawstring.

16 V 4052—Shirts
16 V 4053—Drawers
Each................37c
4 for...............$1.43

Ⓑ Army Style

No buttons! Easy-on slip-over shirts with long sleeves. Ankle length drawers with easy stretching Lastex waistband and fly front.

16 V 4054—Shirts
16 V 4055—Drawers
Each................37c
4 for...............$1.43

10% Wool Suits

72c Each   3 for $2.10

It's like a gift—to get a 10% wool union suit at this low price! Balance long staple cotton. Ribbed knit for stretch. Long sleeves, ankle length.

Color: Tan random. *Even Sizes:* 36 to 46-inch chest. *State size.* Shipping weight, each, 1 lb. 2 oz.; three, 3 lbs. 2 oz.

16 V 4090—Each..*72c*;   3 for...*$2.10*

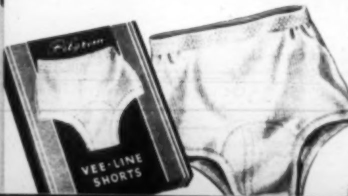
Heavy Cotton Suits

65c Each   3 for $1.89

Seldom do you find a real heavyweight ribbed cotton union suit at this low price! It's Pilgrim tailored, too—the better way! Long sleeves, ankle length.

Color: Cream. *Even Sizes:* 36 to 46-inch chest. *State size.* Shipping weight, each, 1 lb. 6 oz.; three, 3 lbs. 12 oz.

16 V 4080—Each..*65c*;   3 for...*$1.89*



Ribbed Cotton Knit...Neatly Boxed!

33c Each Garment

3 for 95c

The latest in Vee-Line Shorts! Fine ribbed cotton, fine tailoring, mean extra wear and comfort. Choice of a fine combed white cotton, or a 2-ply mercerized cotton. Both have snug-fitting Lastex waistband; fly front; Lastex at leg openings. For holiday giving, we've had them specially packed in an attractive box.

Sizes: Small (30-32), Medium (34-36), Large (38-40), Extra-Large (42-44)-in. waist. *State size, color.* Shpg. wt., each, 3 oz.; three, 8 oz.

Extra-Fine Combed Cotton

16 V 81 — Plain ribbed stitch.
Color: White.
Each....33c;   3 for....95c

2-Ply Mercerized Cotton

16 V 87 — Novelty sports stitch.
Colors: Blue, Maize, White.
Each....33c;   3 for....95c

FOR A MERRY CHRISTMAS

Give an Sears Easy Payment Plan . . . See Page 8 in Center of Book

Wool for Warmth, Rayon for Luster, Cotton to Make Them Wear

18c Pr. **3 Prs. 52c**

Wish him a Merry Christmas with good-looking socks that are warm in nippy weather. These are 15% wool, balance cotton and rayon—an ideal combination for warmth, for rich clear colors, for luster and durability. They're knit the way most men like their socks: a fine gauge texture in a good medium weight with sturdy cotton reinforcements in heels and toes. Double soles, too, for longer wear; seamless feet for comfort. Order them by the half dozen pairs to please him most . . . they'll settle his sock problem for months to come.

Colors: Brown, Dark Green, Blue or Oxford Gray, in assorted patterns. *Sizes:* 10, 10½, 11, 11½, 12. *State size and color.* Shipping weight, pair, 3 ounces; three pairs, 7 ounces.

86 V 4996—Pair..................18c; 3 Pairs..................52c

SEE OUR BIG GENERAL CATALOG FOR OTHER BARGAINS IN MEN'S HOSIERY

Heavyweight Silk . . . Clocked or Plain

30c Pr. **3 Prs. 87c**

Please him with a gift of heavyweight pure thread silk socks in rich, deep colors! Choice of full lengths or Lastex-top slacks. Reinforcements above the heels and in toe cap. Mercerized cotton tops, toes and heels.

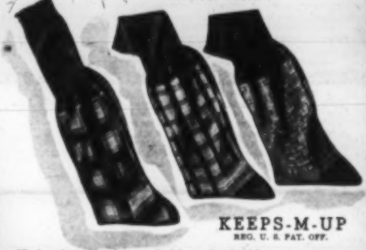
Colors: Black, Dark Brown, Medium Gray, Navy Blue. *Sizes:* 10, 10½, 11, 11½, 12. *State size and color.* Shipping weight, pair, 3 ounces; three pairs, 7 ounces.

86 V 3150—Regular length—plain.

86 V 3160—Regular length—clocked.

86 V 3170—Slack length—clocked.
Pair..........................30c; 3 Pairs..........................87c

They're Smart
They're Comfortable
They Stay Up
Without Garters



KEEPS-M-UP

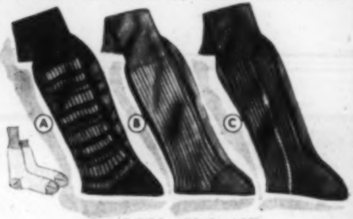
REG. U. S. PAT. OFF.

19c Pr. **3 Prs. 55c**

His favorite! Now improved with two bands of Lastex knit into the extra long tops. No garters needed! Fine rayon and mercerized cotton yarns; mercerized cotton heels, toes, tops. Double soles.

Colors: Black, Blue, Brown, Gray, or Green, in assorted patterns. *Sizes:* 10, 10½, 11, 11½, 12. *State size and color.* Shipping weight, pair, 2 ounces; 3 pairs, 5 ounces.

86 V 1907—Pair..................19c; 3 Pairs..................55c



6x3 RIBS ARE SMART!

Choice of 3 Smart Styles

Fine Lisle Striped in Color **33c Pr.** **3 Pairs 95c**

Ⓐ 6 x 3 ribs are smart. Stripes are smart! Here you get both.

Colors: Black, Brown, Green, Maroon, Navy Blue. *Sizes:* 10, 10½, 11, 11½, 12. *State size and color.* Shpg. wt., pr., 3 oz.; 3 prs., 7 oz.

86 V 2088—Regular length; ribbed tops.

86 V 2089—Slacks; Lastex in short ribbed tops.
Pair..........................33c; 3 Pairs..........................95c

Mercerized Cotton Rich Deep Colors **24c Pr.** **3 Pairs 69c**

Ⓑ Plain colors—and 6 x 3 rib—that's the choice of a lot of well dressed men. Fine, highly mercerized cotton.

Colors: Dark Brown, Navy Blue, Medium Gray, Black, Green. *Sizes:* 10, 10½, 11, 11½, 12. *State size and color.* Shipping weight, pair, 3 ounces; three pairs, 7 ounces.

86 V 1941—Regular length

86 V 1973—Slacks; Lastex in tops. Pair......24c; 3 Pairs....69c

Embroidered Clocks On Fine Lisle **35c Pr.** **3 Pairs $1.00**

Ⓒ He'll like these! The embroidered silk clocks add even more style to these neat-fitting 6 x 3 rib lisles.

Colors: Black, Brown, Gray, Green, Navy Blue. *Sizes:* 10, 10½, 11, 11½, 12. *State size and color.* Shpg. wt., pr., 3 oz.; 3 prs., 7 oz.

86 V 1988—Regular length.

86 V 1989—Slacks; Lastex in top.
Pair..........................35c; 3 Pairs..........................$1.00

FOR MERRY CHRISTMAS CHEERS

AN ALL WOOL PLAID COSSACK

- ★ Finer Woolens!
- ★ Water Repellent!
- ★ Colorful Patterns!
- ★ Humidor Pocket!

Easy to Buy on Sears Easy Payment Plan! See Page B, Center of Book

$3.84 25½-in. Length

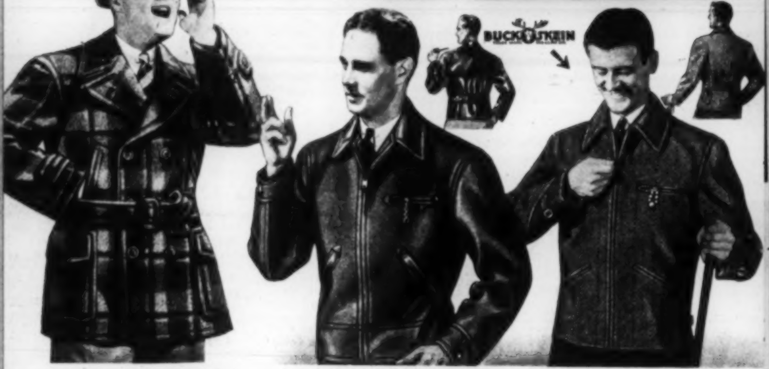
Watch him grin when he puts it on! "Boy . . . this is swell—and just what I wanted!" Our Four Star Feature All Wool Jacket—and that's as fine an assurance of value as you'll find anywhere. Thick, woolly and warm. Extra heavy, 33-ounce all wool mackinaw cloth—treated to repel rain and snow . . . crisply patterned in rich plaid colors—exclusive with Sears. Zip cigarette pocket with waterproof lining, two big-fisted pockets, adjustable side straps, half belt in back with sporty tucks above, adjustable tabs on sleeves, non-slip slide fastener front with tab and button at neck. Set-in coat sleeves . . . all inside seams finished. Length, 25½ inches.

Sizes: Even chest sizes 34 to 48 inches. *State chest measurement.* Shipping weight, 3 pounds 4 ounces.

41 V 230—Green Plaid Cossack	$3.84
41 V 231—Blue Plaid Cossack	3.84
41 V 232—Maroon Plaid Cossack	3.84

EXTRA LONG SIZES (2 inches longer in body; 1½ inches longer in sleeves) *Chest sizes:* 34 to 48 inches. *State chest measurement.* Shipping weight, 3 lbs. 6 oz.

41 V 234—Blue Plaid; Long	$4.34



33-Ounce All Wool Mackinaw

$4.89 Good-looking, practical and warm as toast. Double breasted sports back 33-ounce all wool mackinaw—treated to repel water. Big interlined convertible collar and lapels. Front pieces of belt are detachable. Large muff pockets, adjustable tabs on cuffs. You'll save $2.00 over the usual price of mackinaws of this fine quality. 32-in. length.

Even chest sizes: 34 to 48 in. *State chest measurement.* Shipping weight, 4 lbs. 8 oz.

41 V 226—Brown Plaid	$4.89
41 V 223—Blue Plaid	4.89
41 V 225—Maroon Plaid	4.89

Suede or Capeskin Cossacks

$6.79 Selected quality hides, hand picked for perfect match in color and texture. Guaranteed rayon lining—smooth, easy to slip into. Sunburst sports back. Adjustable cuffs, adjustable side straps, crown slide fastener front, zip cigarette pocket, two roomy slash pockets, ventilating eyelets. Suede jacket has smooth leather collar, inside front facings. Length, 25½ inches.

Sizes: Even chest sizes 34 to 48 in. *State chest measurements.* Shpg. wt., 3 lbs.

41 V 638—Cocoa Brown Suede	$6.79
41 V 639—Chestnut Tan Capeskin	6.79

Waterproof Buckskein Jacket

$3.98 Windproof! Rainproof! Warm! Surface fabric in smart herringbone weave (⅓ rich wool, ⅔ sturdy cotton). Backed up by six other protective layers. Deep, rich, fast colors. Attractive sports belted back, warm cotton fleece lining. Adjustable wrist tabs and side straps, slide fastener front and zip cigarette pocket. Ventilation eyelets. 25½ in. long.

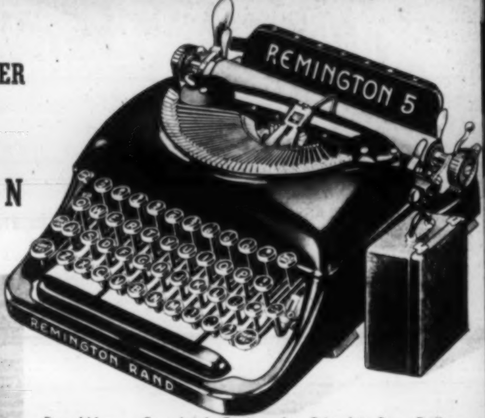
Even chest sizes: 34 to 48 in. *State chest size.* Shipping weight, 3 pounds 11 ounces.

41 V 159—Brown	$3.98
41 V 160—Green	3.98
41 V 161—Blue	3.98

GIVE A
PORTABLE TYPEWRITER
FOR CHRISTMAS

ONLY $4 DOWN

NO EXTRA CHARGE FOR CREDIT



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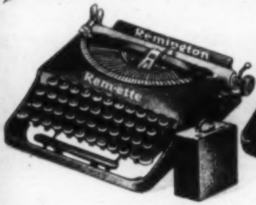

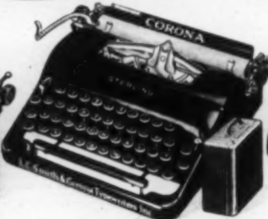
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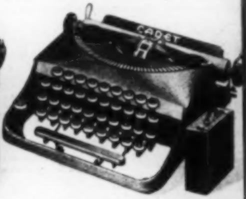

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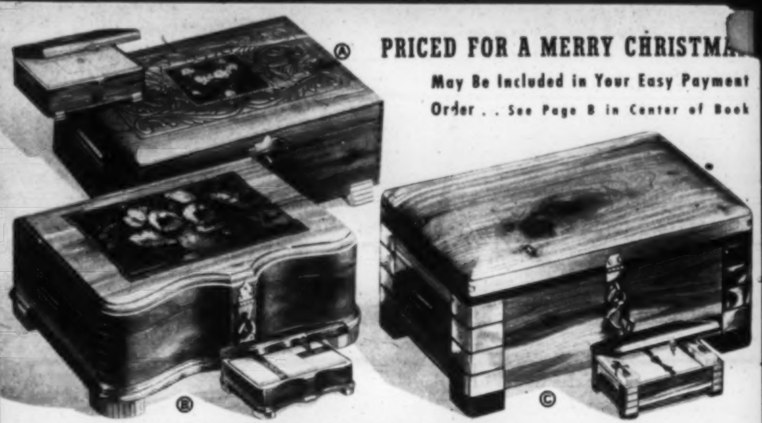

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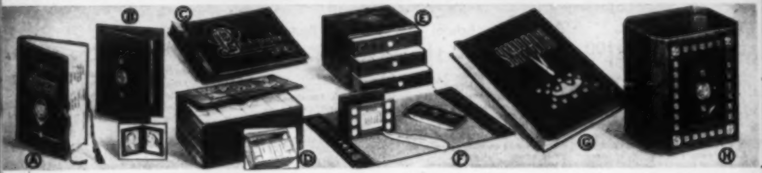

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Cat. No.	For No.	Film Size	Exp.	Ea.
3 V 6700	S-27 (127)	1⅝x2½ in.	8	24c
3 V 6701	S-20 (120)	2¼x3¼ in.	8	28c
3 V 6702*	S6-20 (620)*	2¼x3¼ in.	8	28c
3 V 6703	S-16 (116)	2½x4¼ in.	8	32c
3 V 6704*	S6-16 (616)*	2½x4¼ in.	8	32c

*6-16 and 6-20 film for 616 and 620 cameras only.

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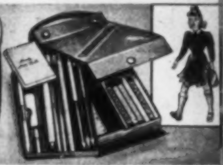
MARIE
RUTH



Quality Diaries at Thrifty Prices

As personal as a whisper . . . luxurious in its richly designed binding . . . and yet so very useful . . . a 5-year diary is the answer to any gift problem. The name stamped in gold on the cover (without extra charge) will be added proof of your thoughtfulness. Priced within the range of all, too! Genuine top grain leather binding with padded cover and gold edges. All have 385 pages with 5-year calendars, horoscopes, and many other pages of special information. With lock and key. Shpg. wt., 13 oz. ea.

Our Very Best. Genuine Calf leather. Jan. to Dec. Index. 4¼x5½ in. *Print name.* Black, Brown, Blue or Red. *State color.*
3 V 3020. . . . . $1.29

A Fine Diary. Size 4⅝x6 inches. *Print name.* Genuine grained leather in asst. colors.
3 V 3019. . . . . 89c

A Good Buy. Size 4¼x5½ inches. *Print name.* Genuine grained leather in asst. colors.
3 V 3018. . . . . 67c

Choose a Practical Gift

A schoolbag that stands for the three R's—Roomy, Rugged, and Rainproof! Waterproof lining—Sturdy welted seams. We print your name in gold free. Gray with tan trim. *Print name.* Size 14x10½ in. Shpg. wt., 1 lb. 4 oz.

3 V 4955—With leather handle. 79c
3 V 4956—With leather shoulder strap, two metal rings. 79c

Students' Special!

59c Value! School's fun when you have a pencilbox as handy as this one! Strong brown fabricord; gilt decoration . . . looks like a camera case! Top carrying handle. 24 items, in liftout tray and compartment. Size, 9¼x4⅜x1⅝ in.

3 V 4815—Shpg. wt., 1 lb. 49c
3 V 4813—18-Piece one drawer pencil box (not illustrated). Cloth case. Shpg. wt., 14 oz. 25c

A Worthwhile Gift

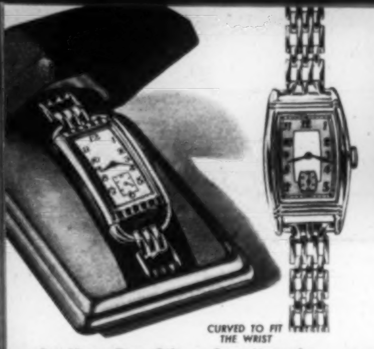
Delight someone this Christmas with this lovely natural satin finish gumwood poker rack with attractive catalin handle. A refreshingly *different* gift! Comes completely equipped with 200 gay red, white, and blue wooden chips . . . noiseless and durable. Black dust-proof leather-like cover keeps chips and rack immaculate. P.S. You'll hate to give the rack away when you see how handsome it is . . . better buy two . . . just in case!

3 V 6944—Shpg. wt., 3 lbs. 4 oz. $1.98

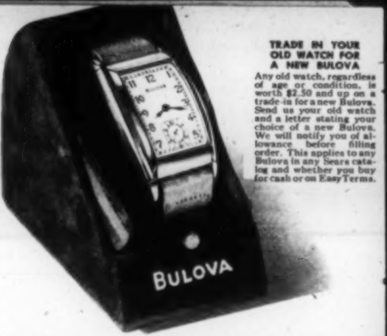
Fountain Pen and Pencil Set in Gift Box

Pen has 14K solid gold point with iridium tip. Transparent window, sealed inner cap and DuPont pearl effect pyralin barrel. Mechanical pencil has eraser and extra leads. Green, gray, or brown. *State color.*

3 V 8066—Men's Full size set. Shpg. wt., 4 oz. $1.00
3 V 8067—Women's full size set. Shpg. wt., 4 oz. . . . $1.00



CURVED TO FIT THE WRIST



TRADE IN YOUR OLD WATCH FOR A NEW BULOVA

Any old watch, regardless of age or condition, is worth $2.50 and up on a trade-in for a new Bulova. Send us your old watch and a letter stating your choice of a new Bulova. We will notify you of allowance before filling order. This applies to any Bulova in any Sears catalog and whether you buy for cash or on Easy Terms.

Buy Him a Finer Gift . . . Save Money!

Only $2 Down

$11.95 Cash

7 Jewels

Regular $19.95 and $22.95 values! He'll be just as up-to-the-minute in styling as in timing with one of these new watches on his wrist! Two splendid styles in 10-K yellow or rosé rolled gold plated cases, curved to fit the wrist, with stainless steel backs and link bands to match. Straight-sided rectangular model has yellow gold case, superbly styled for business, dress or sports wear; curve-sided model has a brilliant new rosé (bronze-like) gold color; the perfect watch for the man who keeps pace with everything new. The 7 and 17-jewel Swiss movements are skillfully built and reliably timed, and the much longer life of the 17-jewel movement costs only a few dollars more! Each watch in gift box. *State wrist measurement.* Shipping weight, each, 9 ounces.

Yellow Gold Case

Raised gold color numerals. Swiss movement.

7 Jewels—$19.95 Value
4 V 1350—$2 down. Cash . . $11.95

17 Jewels—$22.95 Value
4 V 1351—$2 down. Cash . . $14.95

New Rosé Gold Case

Two-tone dial with raised gold numerals. Swiss movement.

7 Jewels . . . $19.95 Value
4 V 1352—$2 do. Cash . . $12.95

17 Jewels . . . $22.95 Value
4 V 1353—$2 do. Cash . . $15.95

Bulova's Newest, Smartest Model for Men

Only $3 Down

$24.75

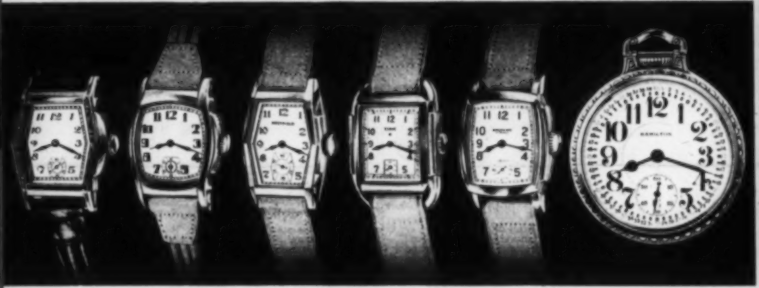
Cash or Terms

Bulova—makers of the famous watch of radio accuracy, introduces the "Alden"—just in time to solve many a Christmas-gift problem! Smooth rectangular case of 10-K yellow rolled gold plate is so finely designed that it appears rich in its very simplicity; and the 15-jewel Bulova movement assures accuracy as reliable as Bulova's famous radio time announcements. Tan pigskin strap gives the "Topping off" touch to its masculine attractiveness. Your old watch will help pay for this or any other Bulova sold by Sears (see above). No carrying charge for Easy Terms on this Bulova; and it cannot be purchased for less elsewhere. Shipped from Chicago and Philadelphia only. Send order to Sears nearest mail order house. In gift box. *Postpaid.*

4 V 01180—Cash or Terms—$3 down, $4 monthly **$24.75**

YOU CAN AFFORD A BETTER WATCH! USE EASY TERMS! ONLY A FEW DOLLARS DOWN. SEE CENTER OF BOOK

No Carrying Charge for Easy Terms on Bulova, Westfield, Elgin or Hamilton Watches. All Watches Illustrated ¾ Actual Size



7- Jewels

$5.95 Chromium

$12.00 Value

You save one-half on this gift for him! Hexagon shape; 3-strand leather strap; stainless steel back. 7-jewel Swiss movement. In gift box. Shpg. wt., 9 oz.

Chromium—Black strap
$12.00 Value.
4 V 1354 . . . . . $5.95

10-K Yellow Rolled Gold Plate — Tan Pigskin strap.
$14.00 Value
4 V 1355 . . . . . $7.95

Smart-Low-Priced!

$7.95 7 Jewels

$14.00 Value

Looks like a watch costing much more! Cushion shape 10-K yellow rolled gold plated case with stainless steel back and 3-strand tan pigskin strap. Swiss movement. In gift box. Shpg. wt., 9 oz.

7 Jewels
$14.00 Value
4 V 1356 . . . . . $7.95

17 Jewels
$17.00 Value
4 V 1357 . . . . . $10.95

Westfield "Trojan"

$9.95

Only $2 Down

A nationally famous watch—radio advertised from coast to coast! Sold by Sears at the lowest possible price! Rectangular case of 10-K yellow rolled gold plate with stainless steel back. Tan pigskin strap. Accurate 7-jewel movement. In gift box. *Postpaid.*

4 V 1181 . . . . $9.95

Elgin "Crusader"

$37.50 Cash or Terms

Only $4 Down

Surprise him with this superb Elgin on Christmas morning! Extra-fine in every detail; from its 10-K yellow gold filled "rounded" square case and 17-jewel Elgin movement—to its silvered dial and tan pigskin strap. In gift box. *Postpaid.*

▲4 V 01057 . . $37.50

Same Price Cash or Terms. $4 Down, $5 Mo.

21 Jewels

$28.20 Cash All Gold Plated

Only $3 Down

Waltham accuracy and style! Rectangular 10-K Yellow Rolled Gold Plated case, 21 Jewel movement. Tan pigskin strap. Gift Box. Shpg. wt., 9 oz.

10-K Yellow Rolled Gold Plate
4 V 01017 . . . . . $28.20

10-K Yellow Gold Plate Steel Back
4 V 01016 . . . . . $26.00

Hamilton "Elinvar"

$60.00 Cash or Terms

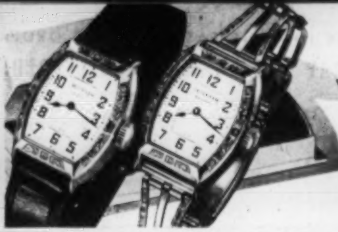
Only $6 Down

21-jewel railroad watch. Guaranteed to pass all R. R. inspections. Adjusted to 5 positions and temperature. 16-size, 10-K yellow gold filled case . . . B. M. numerical dial. Gift box. *Postpaid.*

▲4V01129 **$60.00**

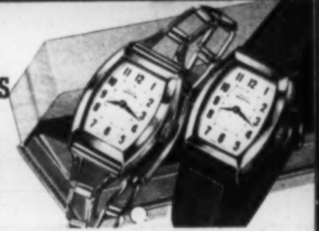
▲4V01130—Same as above, with streamlined case and Arabic H. G. Dial. **$60.00**

Watches marked ▲ shipped from Chicago or Philadelphia only. Order and pay postage from nearest Mail Order House.



GIFT WATCHES

Include These In Your Easy Payment Order See Page B Center of Book



Special Values! Ingraham "Wrist-Fit" Watches

You'll like the wrist-fitting feature that is built into the case. Comfortable to wear—low priced curved model for men and boys! Embossed, chromium plated case, unbreakable crystal. Silver-colored dial, black hands and numerals. Extra-heavy mainspring assures extra long life. In Gift Box. State wrist size. Shpg. wt., 8 oz.

$1.98 Chrome Case

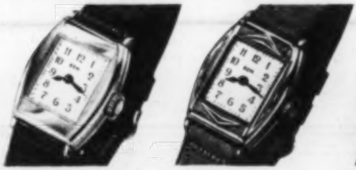
4 V 1751—Leather strap. $1.98 4 V 1750—Adjustable Link Band. $1.98

The Smart, Exclusively Sears "Miss Ingraham"

She's bound to like this smartly simple watch with its gleaming chromium case, clear, easy-to-read dial, and reliable Ingraham movement. In Gift Box. Shpg. wt., 8 oz.

$2.79 Chrome Case

4 V 1771—Chromium Plated Case, Black Leather Strap $2.79
4 V 1773—Chromium Plated Case, Adjustable link band $2.79
4V1772—10-K Yellow Rolled Gold Plate case, pigskin strap . . $3.79



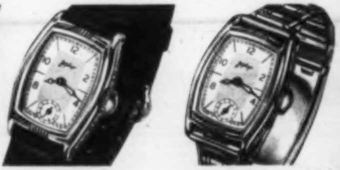
New Haven "Gem" for Men and Boys

$3.75 Value! Embossed or smooth-style case in chromium or 10-K yellow rolled gold plate with stainless steel back. 2-Tone dial—unbreakable crystal. Gift box. Shpg. wt., 8 oz.

$2.19 Chrome Case

Chromium Case
4 V 1584—Leather Strap. $2.19
10-K Yellow Rolled Gold
4 V 1583—Pigskin Strap. $2.98

Chromium Case
4 V 1550—Link Bracelet. $2.19
10-K Yellow Rolled Gold
4 V 1568—Pigskin Strap. $2.98

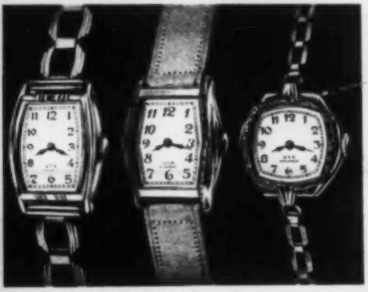


The "Zephyr" Low Priced Streamlined Sensation

A slim, streamlined model! An exceptionally good timekeeper for such a low price. Heavy-duty chromium plated case with non-tarnishing back. Unbreakable crystal—two-tone dial, with luminous hands. Gift box. *State wrist size.* Shipping weight, 8 ounces.

$2.39 Each

4V1666-Link Bracelet $2.39 4V1667-Black Leather Strap $2.39



American Made Shockproof Watches

7 Jewels Gold Case

$6.95

Worth all of $12.50! All-purpose watch with a rich 10-K Yellow Rolled Gold Plate Case. Stainless steel back. Adjustable link bracelet. Accurate 7-Jewel "shock-proof" American movement. The kind of a watch he will wear with pride! Shpg. wt., 8 oz. In Gift box.
4 V 805 . . . . $6.95
17-Jewel American movement. Worth $15.50.
4 V 806 . . . . $9.95

7 Jewels—Chromium

$3.79

A real $11.95 value! Designed for sturdy service. Handsome slender engraved case of chromium plate. Dependable 7-Jewel Shock Proof American movement. Tan Pigskin strap. Gift box. State wrist size. Shpg. wt., 8 oz.
4 V 812 . . . . $3.79
10-K Yellow Rolled Gold Plate Case. Stainless Steel Back. Pigskin strap. $13.95 Value.
4 V 809 . . . . $5.79

7 Jewels—Chromium

$3.79

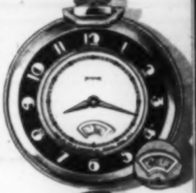
Others ask up to $9.95. Beautiful cushion shaped ladies watch. Gleaming chromium plated case, delicately engraved. Matching adjustable link bracelet. Dependable, accurate 7-jewel "shock-proof" American movement. In Gift Box. Shpg. wt., 8 oz.
4 V 100 . . . . $3.79
10-K Yellow Rolled Gold plate case, matching link bracelet, stainless steel back. Worth $11.95
4 V 101 . . . . $5.79

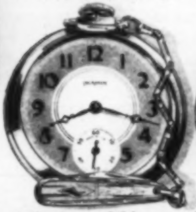
Ingraham's "Autocrat"

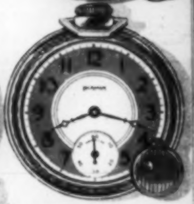
An ideal gift for men and boys! Unique in appearance and exceptionally low in price! New Aviation-Dial revolving second indicator with red numerals and markers. Silver-color numerals etched on black enameled front bezel lend a pleasing modernistic effect. Unbreakable crystal covers the small white dial inside the round black front bezel and protects the black spade hands and second indicator. Sturdy Ingraham movement runs 30 hours on a single winding. Shpg. wt., 8 oz.

$1.19 Nickel Case

4 V 1701—$1.50 Value $1.19







A Handsome Gift!

Usual $1.50 value! Popular 14-size, nickel plated pocket watch with chrome-plated knife and 12-in. chain. Sturdy Ingraham movement runs 30 hours on one winding. Two-tone dial, pierced hands . . . protected by unbreakable crystal. Gift box.

$1.19

4 V 1738—Shpg. wt., 8 oz. . . $1.19

Reliable Ingraham

Usual $1.25 value! Appearance of a much more expensive watch. Embossed, heavy duty, nickel plated case, decorative front and back. Two-tone "gilt track dial" protected by unbreakable crystal. **Your initial engraved. Print initial.**

98c

4 V 1748—Shpg. wt., 8 oz. . . 98c

INCLUDE IN YOUR EASY PAYMENT ORDER

DON GRAY *Commander* BILLFOLDS

WITH HIS NAME STAMPED IN GOLD

SECRET BILL POCKET
SPARE KEY HOLDER
NAME IN GOLD
Ⓐ
Ⓑ

Two Fine Sets . . . Two Grand Values

Higher priced elsewhere! The quality features of these Don Gray Commander sets make them top values! Check these: Zip bill pocket, secret bill pocket, spare key holder, window pocket. Beautifully embossed. Size closed 3½x4½. Matching key case, 6 detachable hooks. Name in gold. *State color; print name.*

$3.95 Set **$2.95** Wallet

Ⓐ Finest! Hand laced with India goat lacings. Calf leather. Black or brown.

18 V 2365—Set. Wallet and Key Case. Shipping weight, 9 oz. $3.95

18 V 2366—Wallet only. Shpg. wt., 7 oz. $2.95

$2.89 Set **$1.89** Wallet

Ⓑ Our better quality black Morocco grained goat or brown steerhide.

18 V 2401—Set. Wallet and Key Case. Shipping weight, 8 oz. $2.89

18 V 2400—Wallet only. Shpg. wt., 6 oz. $1.89

NAME IN GOLD

Twin Zips . . . Don Gray

$1.95 Wallet Only

Lacings of real India goat leather. Embossed 3-fold style. Zip bill and coin pockets; stamp and center window pockets. Size, closed, 4⅝x3 in. 6-hook matching key case has identification pocket. Name in gold. In brown steerhide or black Calf. *State color; print name.*

18 V 2402—Set. Shpg. wt., 8 oz. $2.75

18 V 2385—Wallet Only. Shpg. wt., 6 oz. 1.95

18 V 2409—Key Case Only. Shipping weight, 4 oz. 85c

NAME IN GOLD

Don Gray Special

89c Wallet Only

Big Value! Twin zips, on bill and coin pockets. Desirable center window pocket. Card pocket. Attractively embossed. Size closed, 3x4½ in. Choice of 2 genuine sturdy leathers. Key case to match. In brown steerhide or black calf. Name in gold. *State color; print name plainly.*

18 V 2403—Wallet Only. Shpg. wt., 5 oz. 89c

18 V 2404—Set. Shpg. wt., 7 oz. $1.65

NAME IN GOLD

Zip Pass Case and Billfold

98c Wallet Only

Handy Don Gray two-in-one case! Bill pocket, zip coin purse, window pocket with identification card and 2 swinging window pockets in center. Stamp pocket. In embossed brown steerhide or black calf. Size closed, 3½x4⅝ inches. Matching key case in set. Name stamped in gold. *State color; print name wanted.*

18 V 2391—Wallet Only. Shpg. wt., 4 oz. 98c

18 V 2410—Set. Shpg. wt., 8 oz. $1.69

SPECIAL!

NEW FIVE FEATURE BILLFOLD

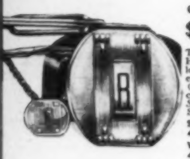
Ⓓ
NAME IN GOLD
NAME IN GOLD
Ⓒ

ONLY **98c** Each

A tremendous value! A billfold that has everything! These 5 features make it a top favorite: 1) Secret pocket for large bills; 2) Extra bill pocket; 3) Pocket for emergency keys; 4) Fine leather; 5) Fine workmanship. Name in gold. Size, closed, 4⅛x3⅛ in. Black or brown. *State color; print name plainly.* Shipping weight, 5 oz.

Ⓒ **18 V 2405**—In black calf or brown steerhide with zip closed bill pocket. 98c

Ⓓ **18 V 2406**—In black or brown grain calf with regular bill pocket. 98c



Complete Accessory Set

$1.89 Just exactly what he has wanted. Handsome buckle, Tie Chain and Collar Holder in Sterling or Yellow Gold Plate . . . hand engraved initial. Belt (1⅜ in.) of black bridle cowhide. Sizes 30 to 40. *State size, print initial.* Shpg. wt., 11 oz.

Sterling Silver
4 V 05466. . . . . . . $1.89

Yellow Gold Plate
4 V 05467. . . . . . . $1.89

New, Narrow Belt, Buckle

$1.29 Worth $1.50. Slender style 1-in. buckle of Sterling Silver or Yellow Gold Plate with 1-in. black bridle cowhide belt. Hand engraved initial. Gift box. Sizes 30 to 40. *State size, print initial.* Shpg. wt., 11 oz.

4V05468—Sterling. $1.29

4V05469—Gold Plate. $1.29

A Distinctive Gift at Low Cost

$1.50 value! Smart Tie Chain and Collar Bar Set in rich Sterling Silver or Yellow Gold Plate. Gift Box. Engraved initial. *Print initial.* Shpg. wt., 3 oz.

97c Set

4 V 05569—Sterling Silver 97c

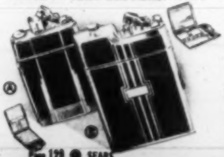
4 V 05570—Yellow Gold Plated. 97c

A Gift for the Well Groomed Man

A handsome Yellow Gold plated Tie Holder and Collar Bar Set designed with the rich, heavy look that is the last word in modern men's jewelry. Tie chain has the new larger links! $2.00 value. Gift box.

$1.39 Set

4 V 5571—Shipping wt., 3 oz. $1.39



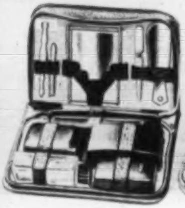
Cigarette Lighter—Case Combination

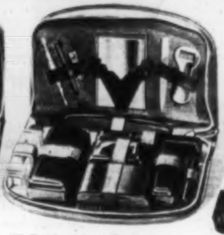
$2.79 Ⓐ **Evans Windbreaker at Low Cost.** Worth $3.95. Smart chromium plate and black enamel. Windbreaker shields flame! Holds 14 cigarettes; 2⅛x4⅝ in.

4 V 5528—Shpg. wt., 13 oz. $2.79

Ⓑ **A Handsome, Practical Combination** $7.50 Value! Richly plated with 24-K yellow gold, trimmed in black enamel. Fine lighter. A case he'll be proud to use . . . 3¼x5⅛ in. Holds 12 cigarettes.

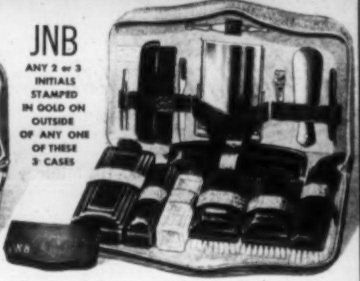
4 V 5529—Shpg. wt., 13 oz. $4.79





JNB

ANY 2 or 3 INITIALS STAMPED IN GOLD ON OUTSIDE OF ANY ONE OF THESE 3 CASES



11-Pc. Leather Case

Top-grain genuine leather zip closing case. Size, closed, about 9⅝x6 in. Contains military brush, mirror, comb, 8 other pieces. Black or Brown. *Print initials wanted. State color.* Shipping wt., 1 lb. 13 oz.
8 V 9937—11 pc. Case.. **$1.79**

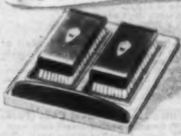
14-Pc. Leather Case

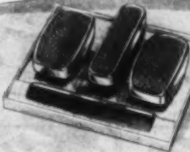
A Genuine top-grain leather travel case, with a zip fastener and washable lining. Black or brown. Size, closed, 12x7x2 in. Contains brush, mirror, comb, 11 other pieces. *Print initials* and *state color wanted.* Shpg. wt., 2 lbs. 8 oz.
8 V 9938—$5.00 Value.... **$2.98**

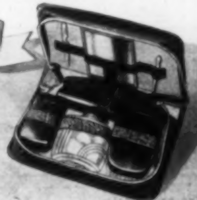
16-Pc. Travel Case ... 3 Genuine Ebony Brushes

Our finest value. A real "double use" case, with 16 essential travel pieces, including 3 genuine ebony, double-duty brushes (for dresser or traveling). Fancy shaped case of genuine top-grain leather. Size, closed, about 12½x7½x2 in. In black or brown with fittings to match. *State color* and *print initials wanted.*
8 V 9939—Worth $7.50 to $10. Shpg. wt., 3 lbs. 2 oz...... **$4.79**

YOUR CHOICE ONLY $1.00 EACH







Genuine Ebony Military Set

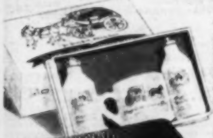
A fine 3-piece genuine ebony set, with hand engraved initials for the 2 military brushes. Genuine white bristles. A distinctive set, and an outstanding Sears Value. In neat gift box. *Print initial wanted.*
8 V 09941—Shpg. wt., 1 lb.......... **$1.00**

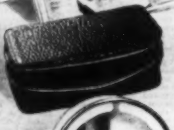
Leather Back Military Brush Set

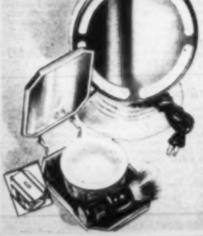
A new idea in military sets. Genuine heavy luggage grain leather backs with gold color metal trim. Two military brushes, cloth brush and metal trim comb. In neat gift box. Will please the most particular man.
8 V 9940—Shpg. wt., 1 lb. 10 oz..... **$1.00**

Genuine Leather Travel Case

A $2 value. Well-made 8-piece, zip closing travel case. Black top-grain leather; military brush, comb, nail file, mirror, tooth brush box, razor box, lotion bottle and tweezers. Size, closed, about 8x6x2 inches.
8 V 9942—Shpg. wt., 1 lb. 10 oz..... **$1.00**







"Stagecoach" Shaving Set

Handsome shaving set, consisting of an opalescent white glass shaving mug, and matched bottles of after-shaving lotion and talcum with metal shaker tops. Beautiful stagecoach design in color on each piece, and on box.
8 V 9943—Shipping weight, 3 lbs. 4 oz....... **$1.00**

Utility (Unfitted) Travel Case

An unfitted, genuine leather travel case with waterproof rubber lining. Size, closed, about 8½x4½x2½ in ... large enough for all his favorite personal items. Zip slide fastener. Black or brown. *State color.* A real buy. Quality usually sold for $2
8 V 9944—Shpg. wt., 10 oz. **$1.00**

Electric-Lighted Mirror

Has 6⅝-in. mirror, with frosted glass edging. Adjustable stand. For use on wall or dresser. Outlet for electrical appliances, and off-and-on switch. Complete with about 5½ ft. of rubberized safety cord. Ivory finish. 60-watt bulb included.
8 V 1152—Shpg. wt., 3 lbs.. **$1.00**

Folding Shaving Stand

Here's a shaving convenience all men will appreciate. It's neat and compact; measures about 5½x4x2 in., folded. Consists of a quality shaving brush, and a removable shaving soap cup. Has chromium-plated decoration and trim. Shipping weight, 1 pound 13 ounces.
8 V 6122................ **$1.00**

Sears Jubilee Cigars

Good cigars are always a welcome gift! These are a rich blend of fine tobaccos ... with a fragrant satisfying aroma ... a top-notch smoke. Cigars of this quality usually sell for much more than 5c each. In natural wood box. Shpg. wt., 1 lb. 4 oz.
8 V 4604—25 Cigars for.. **$1.00**

Humidor and Pipe Rack

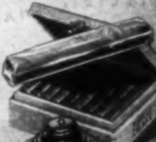
It's new and it's a beauty! Beacon light style humidor pipe rack. Heavy glass bowl—capacity, about ½ lb. Glossy black Tenite (plastic) base and cover ... and a really tight cover it is, too, with moistener to keep tobacco fresh. Shpg. wt., 1lb. 12 oz.
8 V 7800—Holds 6 pipes.. **$1.00**

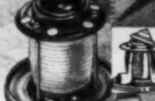
4-Pc. Smoker's Set

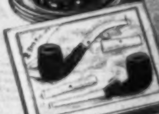
Here's smoking pleasure in all its enjoyable variety. Two genuine briar pipes, one straight, one curved, stem, cigar holder, and cigarette holder ... all have amber-color mouthpieces. A 4-piece set of exceptional value. In attractive, lined gift box.
8 V 7802—Shpg. wt., 12 oz. **$1.00**

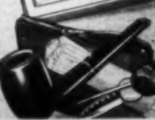
Bond Street Pipe Set

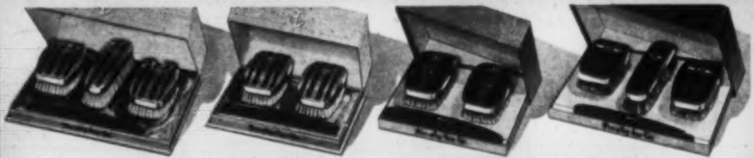
He'll enjoy this complete smoker's gift. Includes (1) Bond Street rum-lined briar pipe, walnut finish, with moisture trap; (2) Genuine leather tobacco pouch with rubber lining and zip slide fastener; (3) Pipe reamer in leather case; (4) 72 jumbo pipe-cleaners. A value hard to duplicate.
8 V 7804—Shpg. wt., 1 lb.. **$1.00**











PRO-PHY-LAC-TIC Military Brush Sets . . . With *Engraved* Initials

Nowhere else can you buy this fine quality set—of gold color metal with black design. Has fine, pure, *natural color* bristles used only in the more expensive brushes—natural bristles wear longer, are stiffer and look better. A gift supreme that, with its hand engraved initials, means real luxury at a money saving price. Gift box. Very exceptional values. *He* will be sure you paid twice our low price.

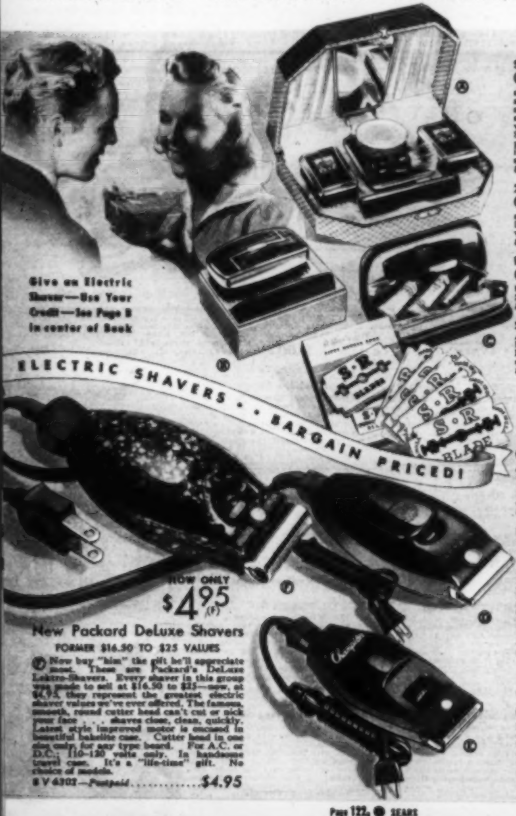
Here are 2 sensational values. Priced about 20% below last year, yet the same high quality and with *hand engraved initials*. A man will use it every day, and it will add a real masculine touch to his dresser. Stunning designs in hard black enamel with chrome color trim. Gray bristles give long wear and are stiff enough to brush unruly hair. The best value we have ever offered in economy Pro-phy-lac-tic military sets.

4-Piece Military Set
2 military brushes, 1 clothes brush, comb. *Print initial.*
8 V 09964—Wt., 1 lb. 10 oz. $2.98

3-Piece Military Set
2 military brushes and comb. *Print initial wanted.*
8V09963—Shpg. wt., 1 lb. 2 oz. $1.98

3-Piece Military Set
2 military brushes and comb. *Print initial wanted.*
8 V 09628—Shpg. wt., 1 lb...$1.00

4-Piece Military Set
2 military brushes, comb and clothes brush. *Print initial.*
8 V 09629—Shpg. wt., 1 lb. 8 oz. $1.59



Give an Electric Shaver—Use Your Credit—See Page B in center of Book

NOW ONLY $4.95 (F)

New Packard DeLuxe Shavers

FORMER $16.50 TO $25 VALUES

(F) Now buy "him" the gift he'll appreciate most. These are Packard's DeLuxe Lektro-Shavers. Every shaver in this group was made to sell at $16.50 to $25—now, at $4.95, they represent the greatest electric shaver values we've ever offered. The famous, smooth, round cutter head can't cut or nick your face . . . shaves close, clean, quickly. Latest style improved motor is encased in beautiful bakelite case. Cutter head in one size only, for any type beard. For A.C. or D.C.; 110–120 volts only. In handsome travel case. It's a "life-time" gift. No choice of models.

8 V 6302—*Postpaid*..............$4.95

Shaving Stand and Military Brush Set

(A) A Christmas gift of enduring value. Practical, compact, complete, this combination shaving stand and military set will be appreciated every day for years to come. Consists of a pair of military brushes and comb, a large shaving stand (size, about 5½x4 in.), complete with shaving brush and removable soap mug. Set finished in walnut color with chromium plated trim. Truly a masculine gift . . . with its attractive hunting scene design. Packed in a fancy lined gift box.

8 V 9965—Shpg. wt., 3 lbs. 11 oz....$3.98

2-Piece Military Set—for Men or Boys

(B) A special value that he will appreciate! Full size military brush with comb. Neatly designed back with chrome color metal trim. Black bristle brush. In handsome gift box. Shipping weight, 11 ounces.

8 V 9971—2-Piece Military Set..........29c

Fitted Leather Travel Case (Pocket Size)

(C) Genuine leather travel case with "zip" fastener. Contains safety razor, blade, nail file, tooth brush, tooth paste, shaving cream, comb. Size, about 8x1x2½ in. Shpg. wt., 10 oz.

8 V 9962—Black or Brown. *State color*..79c

S • R Blades—A Most Useful Gift

A gift any man will appreciate—50 S • R razor blades in a Christmas package . . . enough to last most men a whole year. Fit all popular double edge razors.

8 V 6388—*Postpaid*............50 Blades Only 44c

SAVE UP TO $3.75!

Special Trade-In Offer on New

1940 Schick Captain Shavers

(D) Now you can buy this latest model $12.50 Schick Electric Shaver for the lowest price ever . . . if you take advantage of this special trade-in offer. We'll allow you $2.75 toward the purchase price of a new Schick Captain Shaver, on any old straight razor, safety razor or electric shaver. Or we'll give you a $3.75 allowance on any old Schick Electric Shaver.

Here's all you do. Send full price of $12.50 or the $2.00 deposit if you are using our Easy Payment plan. Keep your old razor (you needn't miss a shave) until you receive your new Schick. With it, we'll send a coupon you may return to us for credit along with your old razor. The new, improved Schick Captain has a new, improved motor, and faster shaving action. Two sizes of cutter heads: No. 7, for light and medium beards and tender skin; and No. 10, for medium-heavy, heavy, and coarse beards. Operates on A.C. or D.C. 110–120 volt current. In genuine leather pouch. Same price, Cash or Terms. *Postpaid.*

8 V 6337—No. 7 Cutter Head.
8 V 6338—No. 10 Cutter Head. $12.50
Terms: $2 Down; $2 a Month.

Champion Electric Shaver

(E) A fine gift for "him." Powerful, precision-adjusted motor and special double cutter head that shears off toughest beards quickly. 2 cutter heads: No. 8 for average beards—No. 10 for extra close shaving and heavy beards. For A.C. or D.C. current; available for 6, 32 or 110–120 volts. *State voltage. Postpaid.*

8 V 6335—No. 8 cutter head.
8 V 6339—No. 10 cutter head..........$5.95

ELGIN AMERICAN

ELGIN AMERICAN

ELGIN AMERICAN

ELGIN AMERICAN

ELGIN AMERICAN MILITARY BRUSH SETS

Truly a masculine military set! Rich gold color, hand engine turned design. Consists of comb, 2 pure white bristle military brushes, and a cigarette case. Personalized with beautiful hand engraved initial on brushes and cigarette case. Would be a $6.00 value. *Print initial wanted.*
8V09925—Shpg.wt.,1lb.4oz.**$2.98**

New! Distinctive! Exclusive! All men thrill to the thought of a clipper ship sailing the seas. Here is a military set designed with a hand painted ship under full sail. Stiff black bristles, black color enamel with gold color metal trim. Military brushes about 4½x2⅜ in.; cloth brush about 6⅛ x 1¼ in.; 6 in. comb. Shpg. wt., each set, 1 lb, 4 oz.

Four Piece Set
8 V 9927—2 military brushes, comb and clothes brush in gift box............. **$1.79**

Three Piece Set
8 V 9926—Military brush, clothes brush and comb in gift box............. **$1.00**

Two black bristle military brushes, cigarette case, and comb. Gold color metal trim in raised design with black enamel background. Would be a $3.50 value. Shipping wt., 1 lb. 4 oz.
8 V 9928—4-Pc. Military Set. **$1.59**
8 V 9929—Same as above but with Cloth Brush instead of Cigarette Case. Shpg. wt., 1 lb. 4 oz. **$1.59**

GIFTS THAT WILL PLEASE THE MEN

USE EASY TERMS

Aqua Velva
Williams
Williams

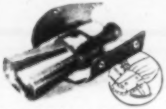
Williams Men's Set
A grand gift. Williams Luxury shaving cream, a bottle of Aqua Velva, and a can of talcum. All favorites with men. A $1.25 value!
8 V 9930—Shpg. wt., 2 lbs...**89c**

Woodbury Men's Set
A $1.30 value! A gift men appreciate. Contains 2 cakes of soap, a tube of shaving cream, after shave lotion, after shave powder.
8V9678—Shpg.wt.,3 lbs.8 oz.**87c**

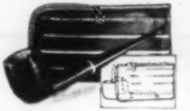
PALMOLIVE
PALMOLIVE
COLGATE
COLGATE

Palmolive Gift Set
For a man's Christmas! $1.20 value! Palmolive shave cream, shave lotion, talcum, and Colgate dental cream. In handsome holiday box.
8 V 9626—Shpg. wt., 3 lbs. 6 oz.**89c**

Mennen's Gift Set
A $1.35 value. Set consists of Brushless or Menthol Iced (*State choice*) shaving cream, skin balm, talcum, and skin bracer.
8 V 9933—Shpg. wt., 3 lbs.**$1.09**

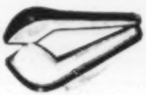


Whisk and Shoe Polisher Set
Handy whisk with colored fibers. Two-way snap button case has fleece lining for shining shoes. Practical—good looking.
8 V 9935—Shpg. wt., 6 oz....**39c**



Pipe and Pouch Set
Regimental stripe silk pouch with slide fastener and pockets for pipe and tobacco. Genuine briar pipe with aluminum moisture trap.
8 V 7803—Shpg. wt., 12 oz... **$1.39**

Shave Brush Gift Set
$2.00 Value! Contains: Gem Razor Set (Razor and 2 Gem Single-Edge Blades), and Ever-Ready Shaving Brush with holder. In gift box.
8 V 9672—Shpg. wt., 1 lb. 1 oz. **98c**



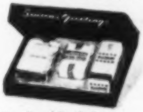
Genuine Meerschaum Pipe
White hand carved bowl. Genuine amber mouthpiece. Straight or bent stem. *State choice.* In plush lined leather case.
8 V 7801—Shpg.wt., 10 oz.**$4.98**

Fitted Clothes Brush
Leather back cloth brush, size, about 7½x2¼ in. Zipper pocket with comb, nail file, tweezers, shears.
8 V 9934—Shpg. wt., 9 oz..**$1.89**

Shaving Bowl Set
Old Waverly gift set. Lavender shaving bowl, Lavender talc, and after shaving lotion.
8V9936—Shpg.wt.,2lbs.10 oz.**59c**

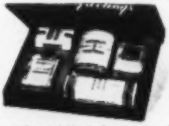
PALMOLIVE
PALMOLIVE
COLGATE

Palmolive Special
Small sizes Palmolive Talcum, Shaving Lotion, 2 tubes of Shaving Cream and Tooth Paste.
8 V 9677—Shpg. wt., 1 lb. 3 oz.**49c**



Woodbury Thrift Set
A neat gift. Small sizes Woodbury Facial Soap, Shaving Cream, and Shave Lotion. In gift box.
8 V 9695—Shpg.wt.,1 lb.2oz.**23c**

Williams Set — $1.85 Value
Here's shaving luxury for many months. Set contains Williams Shaving Soap in wooden bowl, a bottle of Aqua Velva, can of Talc, and a small bottle of Eau de Cologne. In gift box.
8 V 9931—Shpg. wt., 3 lbs.**$1.29**



Woodbury Special Men's Set
Another popular Woodbury combination. Contains small sizes of Woodbury's Men's Talcum, Liquid Castile Shampoo, After Shave Lotion, Shaving Cream, and Soap. In attractive gift box.
8 V 9932—Shpg.wt.,2lbs.2oz.**47c**

Ace Shaving Set
Stand Ace high with all the men on your list. In an attractive gift box, this set contains Shaving Lotion, Talcum and Shaving Cream. Same high quality that sold previously for 69c. It's a gift a man will enjoy.
8 V 9649—Shpg. wt., 2 lbs. 8 oz.**39c**

Yardley Gift Set
One of Yardley's most popular sets, sure to please. Set contains Shaving Cream, After Shaving Lotion, and Men's Talc. Packed in beautiful Yardley gift box.
Postpaid.
8V9699..**$2.35**

HAND LOOMED RUGS
MAYSVILLE
CARPET WARP
MAYSVILLE
Home-Craft
SOFT SPUN YARN
MAYSVILLE

Tumbler jackets. One 800-yard tube Carpet warp makes 18 jackets. Request instructions No. 2 with order.

Knitting Bag. 16½x11½ in. Takes two balls of Homecraft yarn. Request instructions No. 3 with order.

Pot Holder Set. One 800-yd. tube Carpet warp makes two 3-pc. sets. Request instructions No. 4 with order.

Mammy Doll. Takes four balls of Homecraft yarn. Request instructions No. 7 with your order.

THE GIFT YOU MAKE IS THE GIFT THAT IS CHERISHED

Famous for over 87 years! Maysville is the favorite of the professional weavers who want perfect results *every time!* Yet you pay no more for Maysville's superior quality, carefully selected materials, richer texture, smoother twist, uniform strength, large variety of beautiful colors.

See illustrations at left for just a few of the things you can make easily, quickly . . . or send for instruction booklet "Things Beautiful" which is full of ideas. *Join Maysville Guild of Home Weavers.* Write for application blank.

Maysville Carpet Warp

—average 2400 feet to tube —non-kink twist —perfectly spun 4-ply cotton yarns

21c ½-lb. Tube Cream White *State color.*

Spun from heavy, long staple cotton. Guaranteed highest yardage. Fewest knots. *Colors listed below.* Shpg. wt., per tube, 10 oz.
96 V 2706—½-lb. Tube..........24c

CREAM WHITE ONLY

Shipping weight; per tube, 10 ounces.
96 V 2708—½-lb. Tube..........21c

Maysville Home-Craft Soft Spun Yarn—*over. 300 feet to 4-oz ball*
Soft as wool . . . rich as velvet when it's made up! Spun from selected cotton yarns . . . half as thick as a lead pencil. Makes beautiful rugs. *Colors listed below. State color.*
96 V 2704—Shpg. wt., ball, 6 oz. *Per Ball*.....................17c

Maysville Quality Rug Filler—*average 225 feet to ½-lb. skein*
Thick as a lead pencil! Unusually soft, selected cotton yarn . . . rich as chenille! Evenly dyed. For knitting, weaving, hooking, braiding, crocheting. *Colors listed below. State color.*
96 V 2705—Shpg. wt., skein, 10 oz. *½-lb. Skein*..............24c

Colors for 96 V 2706, 96 V 2704, 96 V 2705:
Aqua Green
Black
Burnt Orange
Colonial Blue
Colonial Green
Dark Brown
Dusty Rose
Ecru
Lavender
Lemon Yellow
Maize
Myrtle Green
Old Rose
Peach
Red
Reddish Brown
Royal Blue
Rust
Slate Gray
Tan
White
Wine

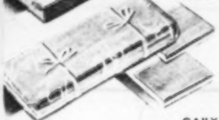
89c Pr.

DAINTILY EMBROIDERED PILLOWCASES

Say "Merry Christmas" with a pair of smartly colored hem pillowcases. Good quality firm white cotton. Lovely design in washfast pastel colors. Size, 42x36 inches. Attractively boxed. *Colors:* Peach, Blue, Green or Rose hemstitched borders. *State color.*
96 V 1819—Shpg. wt., per pair, 15 oz. *Pair*..................89c

OUR FINEST 3-PC. SET

$2.98 Set *Set consists of: 1 Sheet, 81x99 in. 2 Cases, 45x38½ in.* Paradise—our luxury quality! White muslin with washfast color hemstitched hems. Beautifully boxed. *Colors:* Blue, Gold, Green, Orchid or Pink hems. *State color.* Shipping weight, set, 3 lbs. 6 oz.
96 V 1828—*3-Pc. Set.* $2.98



FAST COLOR HEMS—3-PC. SET

$1.69 Set *Set consists of: 1 Sheet, 81x99 in. 2 Cases, 45x36 in.* Washfast pastel color hems hemstitched on snowy white muslin. Serviceable quality. Cellophane wrapped. *Colors:* Blue, Gold, Green, Orchid or Pink hems. *State color.* Shipping wt., set, 3 lbs. 6 oz.
96 V 1818—*3-Pc. Set* $1.69

GAILY FLOWERED PILLOWCASES

50c Pair *—size, 42x36-in.* Fine quality white muslin pillowcase. Hemstitched. Harmonizing multi-color flowers with pastel colored borders of: Dusty Rose, Blue or Green. Cellophaned in pairs. *State color.* Shpg. wt., 10 oz.
96 V 1816—*Pair*......50c

Launderite
SHEETS

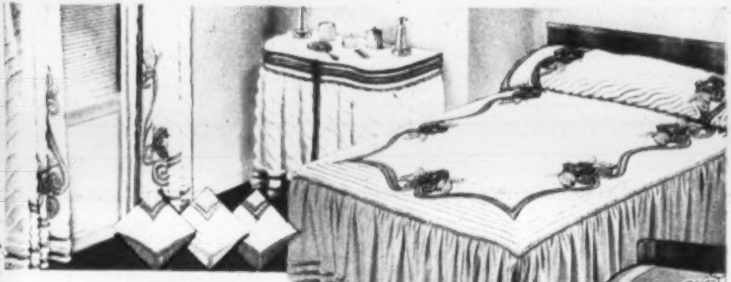
FLOWER-LIKE PASTELS FOR HER BOUDOIR

Launderite SHEETS AND PILLOWCASES

$1.09 Ea. *Sold In Pairs Only 81x99 In.*

Something "different" for that lucky lady on your gift list! Sheets and 'cases in delicate pastels to give her bedroom a luxury look. They're fine sturdy muslin—famous Launderite quality. Six breathtakingly lovely washfast colors. Cellophane wrapped in pairs. *Colors:* Blue, Maize, Nile Green, Orchid, Peach, Pink. *State color.*

In. Before Hemming	Catalog Number	Sheets—Hemmed Bed Sizes	Shpg. wt.,	2 For
72 by 108..	96 V 1822M	—Twin—best length	3 lbs. 7 oz..	$2.24
81 by 99...	96 V 1823M	—Full—popular length..	3 lbs. 8 oz..	2.18
		Pillowcases—Hemmed		2 For
45 by 36...	96 V 1826M	—For pillow 21x27 in....	13 oz.......	65c

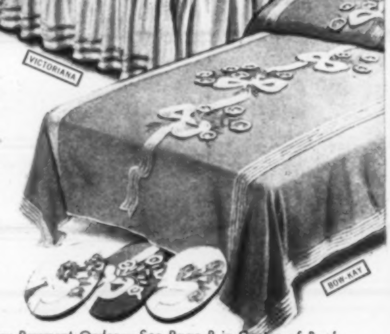


CHENILLE

FOUR STAR FEATURES

$4.95 Ea. Spread

- ★ 6.95 QUALITY . . . NOW 4.95
- ★ STYLE CORRECT—DESIGNED BY A DECORATOR
- ★ NEW FLOWER TONE COLORS—DECORATOR APPROVED
- ★ FASTEST COLORS KNOWN TO SCIENCE



Victoriana—With New Dressmaker Touch

Luxuriously rich Lady Fair Chenille! Snow-white with floral accents in washfast flower-tone shades. Tufted on fine grade cream white sheeting. Spread has the new "Dressmaker" ruffled flounce of wash-fast color sheeting. Prelaundered to permanent size. A beautiful bedroom ensemble for your home, or that "special" gift.

Colors: **Aqua Green Blue Dusty Rose Peach** *State color.*

96 V 535M—*Spread,* full size, 90x110 in. Shpg. wt., 5 lbs. 4 oz. *Ea.* $4.95
96 V 536M—*Draperies,* size, 36 in. by 2½ yds. Shpg. wt. 2 lbs. 13 oz. *Pr.* 2.95
96 V 537M—*Skirt,* each side 36x30 in. Shpg. wt., 1 lb. 10 oz. *2-Pc.* 1.95

Bow-Kay on New Foam Cloth

Just as pretty as it can be, and styled by one of America's most distinguished decorators! Rich, high pile lustrous chenille in a delightful multi-color giant bow and bouquet motif. Tuft stitched on the new foam cotton cloth. Washfast flower-tone colors!

Colors: **Sky Blue Green Peach Dawn Pink** *State color.*

96 V 538—*Full bed size,* 90x105 in. Shpg. wt., 4 lbs. 2 oz. *Ea.* $4.95
96 V 539—*Twin bed size,* 72x105 in. Shpg. wt., 3 lbs. 15 oz. *Ea.* 4.95

Include Bedspreads in Your $10 Christmas Easy Payment Order—See Page B in Center of Book

PETTICOAT INFLUENCE . . . BEDROOM GLAMOUR

$2.98 Spread

Rustling taffeta and ruffles—dressmaker details—frills galore! We suggest this Pepperell quality all rayon taffeta ensemble as the gift of gifts for *her.* Spread has panel insert and deep, ruffle edge skirt in the 1890 manner. Spread, size 98x105 inches. Ruffle trimmed draperies, each side 36 inches wide, 2½ yards long. Tie-backs included. Headed top for curtain rod. Shirred and ruffled. Powder-Table Skirt, 2 pieces, each side 36x30 in. Also yard goods.

Colors: **Blue Dubonnet Dusty Rose Green** *State color.*

96 V 2527M—*Bedspread,* Shpg. wt., 2 lbs. 7 oz. *Each* $2.98
96 V 2528M—*Draperies,* Shpg. wt., 1 lb. 14 oz. *Pair* 2.49
96 V 2523M—*Powder Table Skirt.* Shpg. wt. 12 oz. *2-Pc.* 1.59
96 V 2534M—*Taffeta, 39-in. wide.* Shpg. wt., yd., 8 oz. *A Yd.* .32

PLANTATION . . . FAST COLOR COTTON

$2.79 Ea. Spread

A gift idea that can't fail to please! Graceful stripes of white leaves silhouetted against glorious color—to add charm and youth to the decorating scheme. Jacquard woven spread with white chenille edging. Decorator-approved colors are fast to washing and light. Spread, size 86x105 in. Draperies, each side, 40 in. wide (21-in. pleated top), 2½ yds. long. Unlined. *State color.*

Colors: **Blue Dusty Rose Green Ruby Wine**

96 V 2992M—*Bedspread.* Shpg. wt. 4 lbs. *Ea.* $2.79
24 V 3766M—*Draperies.*
Shpg. wt., 4 lbs. *Pr.* $2.79
Drapery pins included.

Dutch Wooden Shoes

89c Pair

Every woman loves a "Gift that grows." Why not make "her" happy with a gift like these real wooden shoes imported from Holland? 7 in. long, big enough for a 4-year-old child to wear. Each shoe contains a French imported, white Roman hyacinth bulb planted in moss, covered with colored pearl chips. Add only water to start growth. Shoes painted bright red, decorated with Christmas holly and wrapped in cellophane. Packed in attractive holiday gift box. Shipping weight, 1 pound 12 ounces. Not prepaid.

71 V 4511—Pair....................89c

For Easy Terms See Page 8 in Center of Book

INEXPENSIVE AND CHEERFUL GIFTS

Hanging Window Shelves

$1.59 Complete

Have a flower garden in your window. Set of 2 white enameled steel shelves: upper 18x4 in., 9 in. bracket; lower 22x4 in., 19-in. bracket. Will not interfere with opening and closing of window. Plants not included. Not Prepaid.

71 V 4605—Shelf Set. Shpg. wt., 2 lbs....49c

A: *71 V 4606*—Attractive Penguin and Igloo. 3 in. high. Shpg. wt., 7 oz....................17c

B: *71 V 4607*—Panda. 3 in. Wt., 8 oz....19c

C: *71 V 4608*—Horse. 3½ in. Wt., 6 oz...17c

D: *71 V 4609*—Handy Green Flower Pot. Saucer attached. Shpg. wt., 8 oz..........14c

E: *71 V 4610*—Baby Shoe, Blue. 4 in. long. Shpg. wt., 10 oz. Each....17c Pair.......30c

F: *71 V 4611*—Colorful Pink Lady. 5½ inches high. Shpg. wt., 1 lb.........................35c

G: *71 V 4612*—Soft Yellow Half Moon. 3¼ in. high. Shpg. wt., 6 oz...........................17c

71 V 4614—Shelf Set with 7 pots, as illustrated. Shpg. wt., 5 lbs. 13 oz.............$1.59

White Birch Log

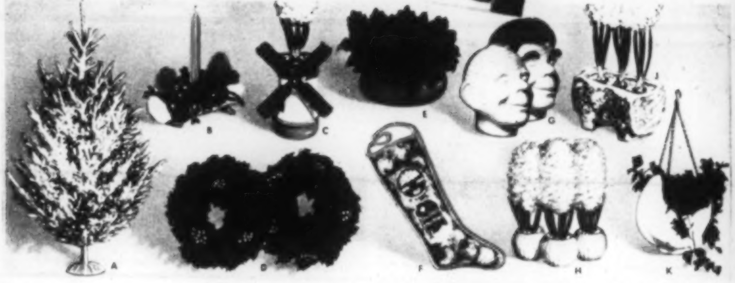
59c

A gift that will be appreciated. Will give definite charm to any living room. Buy more than one.

Two Paper-White Narcissus bulbs planted in moss. Covered with colored Pearl chips. In Natural Birch Log. Just the thing for a Holiday center piece.

Be sure to order early so you will have one or more Paper Whites blooming at Christmas-time. Two long-burning red candles included. Decorations of bright artificial holly. Comes packed in a lovely gift box. Log, 9 inches long. Candles, 7 inches. Shipping weight, 1 pound 12 ounces. Not Prepaid.

71 V 4500—Complete..........59c



Real Christmas Trees

Ⓐ 36 in. high. Treated to retard falling needles. Order early. Shipped about Dec. 15th, to reach you before Christmas. Metal Base. Shipping weight, 1 tree, 4 lbs.; 2 trees, 6 lbs. Not Prepaid.

71 V 03725—Green tree..............**79c**
71 V 03726—Green trees. 2 for.....$1.49
71 V 03727—Silver color tree.........89
71 V 03728—Silver trees. 2 for......1.59
71 V 03729—1 Green, 1 Silver......1.54

Centerpiece

Ⓑ Beautiful natural White Birch log. Pine cone decoration. Fresh looking evergreen and bright holly surrounds Christmas candle. Candle, 6½ in. Log, 7 in. Shipping weight, 1 lb. Not Prepaid.

71 V 4502..........**39c**

Ideal Gift

Ⓔ Re-surrection plant symbolic of Christmas. Place tightly rolled plant in water and fern-like foliage quickly appears. Complete with bowl. Order early Shpg. wt., 1 lb. 14 oz. Not Prepaid.

71 V 4642—Set...**35c**

Seed Head

Ⓖ Plant seed on the hairless head. Add water, green "hair" grows. Packet of seed and instructions included. Shpg. wt., 1 lb. 8 oz. Not Prepaid.

71 V 4625—Each.**25c**
71 V 46258—Extra Packet of seed......10c

Log, Bulbs

Ⓙ 3 sturdy Paper-White Narcissus bulbs in pottery log. Log is 7 in. long, 3½ in. wide, 3 in. deep. Shpg. wt., 2 lbs. 9 oz.

71 V 4635—Set Not Prepaid......**39c**
71 V 3250—Bulbs only. *Postpaid.* 6 for.....21c

Pottery Windmill

Ⓒ Dutch design. 1 Paper-White Narcissus planted in moss and pearl chips. Shpg. wt., 12 oz. Not Prepaid.

71 V 4516...........49c

Three 14-Inch Holly Wreaths

Ⓓ Made to sell for $1.00. No home is complete at Christmas time without these beautiful natural holly wreaths. Give cheerful holiday atmosphere. Clusters of bright artificial red berries add decoration. Processed to retain color and remain fresh looking. Shipping weight, 2 pounds. Not Prepaid.

71 V 3720—Set of 3..................**69c**

Paper-Whites

Ⓕ 14 fine quality Paper-White Narcissus bulbs in cellophane stocking. Each bulb is 4½ in. in circumference. Instructions. Shpg. wt., 1 lb. 8 oz. Not Prepaid.

71 V 4517........**49c**

3-Bulb Bowl

Ⓗ Blue connected bowls. 3 Pink Hyacinth bulbs from Holland. Shpg. wt., 2 lbs.

71 V 4662—Set. Not Postpaid....**59c**
71 V 3383—3 bulbs only. No bowl. *Postpaid*.........**25c**

Pottery Half-Moon

Ⓚ Moonglow-white. A gift for use all the year round. With chain. Soil receptacle is 3½ in. deep, 7½ in. high, 8 in. long. Plants not included. Shpg. wt., 1 lb. 12 oz. Not Prepaid.

71 V 4671........**59c**

Use Your Credit, Include
Anything in a $10 Order

Sure to Please Her!

Hand Blown Mexican Glass Console Set. Swirl design. Bowl, abt. 10 in. in diameter; candlesticks, 7⅝ in. high. Aquamarine Blue. Bouquet of gaillardias and zinnias (artificial) and two 10-in. white candles.
25 V 9556—Shpg. wt., 3 lbs. 4 oz.
6-Pc. Set $2.39

3-Piece Glass Console Set. Does not include flowers or candles. Mexican import.
25 V 9528—Shpg. wt., 2 lbs. 12 oz. **3-Pc. Set** .. $1.49

A CHARMING WAY TO SAY "MERRY CHRISTMAS"

Console Set of creamy pottery with pale green and brown design. Bowl, abt. 9⅛ x 4¼ in. Candlesticks abt. 3⅛ in. high. 6 sprays of apple blossoms (artificial), two 10-in. white candles. Jap. import.
25V9564—Shpg. wt., 2 lbs. 14 oz. **Set.** $1.00

3-Pc. Console Set Only. Jap. import.
25 V 9590—Shpg. wt., 2 lbs. 2 oz. **Set** 79c

Crimson Poinsettia cluster (artificial) in crystal glass base. Stands abt. 12⅛ in. high. (Mirror not included).
25 V 9616—Shpg. wt., 13 oz. **Each** $1.00

Mirror Plateau. Etched design at ends. Felt back prevents marring table. Beveled edge. Size, abt. 9x16 in. (Flowers not included).
25 V 9617—Shpg. wt., 3 lbs. **Each** 59c

Hand Blown Mexican Glass

Beautiful swirl design . . . blown by an old process which has been handed down from father to son in one family for generations. Quaint shapes rich in the charm of old Mexico. Aquamarine Blue color. Mexican imports with exception of salad bowl and plate.

Ⓐ **Glass Sugar,** abt. 2⅛x3⅛ in. and **Creamer** about 3x2⅛ in.
25 V 9509—Shipping weight, 12 ounces. **Pair** 19c

Ⓑ **Glass Jam Jar,** abt. 4⅛ in. high, diameter, about 3½ in.
25 V 9533—Shipping weight, 14 ounces. **Each** 29c

Ⓒ **Glass Pitcher** about 8 in. high, 6 in. in diameter.
25 V 9582—Shipping weight, 3 pounds. **Each** 59c

Ⓓ **Glass Salad Bowl with Fork and Spoon.** Round glass tray has removable metal handle—can be used as cake plate. Tray about 11⅛ inches in diameter; salad bowl, about 8⅝x3 inches. Made in U.S.A. Metal fork and spoon have colored composition handles.
25 V 9673—Shipping weight, 5 pounds. **Set** $1.79

F
G
J
L
N
E
H
Snap Shots
K
M

SMALL IN PRICE...LARGE IN CHRISTMAS CHEER

Ⓔ **Henky Bags**—for your soiled ones! Attractive cotton prints with simulated wooden shoes. Dutch Pants, about 11x9⅛ in. or Dutch Girl, about 14x11 in. **State choice.**
25 V 5351—Shpg. wt., 6 oz. **Each** . 17c

Ⓕ **3-Bell Brass Chinese Gong** with tong hammer. A musical way to call your family to meals. Hand fashioned and etched. About 8⅛ in. high. Chinese import. Shpg. wt., 1 lb. 2 oz.
25 V 9553—**Each** $1.29

Ⓖ **Brass Candelabrum.** A decorative gift. Hand wrought and etched by Chinese craftsmen. Good weight. Holds 5 candles—stands abt. 10⅛ in. high. Chinese import. Shpg. wt., 1 lb. 10 oz.
25 V 9554—**Each** $1.39

Ⓗ **Troubador Match Box.** Adds a gay note to the kitchen. Brown plywood with bright color Mexican design. Stands about 8 inches high. Shipping weight, 7 ounces.
25 V 9624—**Each** 23c

Ⓙ **Cheese Slicer.** Such a convenient little gadget for cutting cheese or butter. Chromium plated cutter with stainless steel cutting wire mounted on walnut base—doesn't absorb food odors. Catalin handles. Size, about 6⅝x3⅛ inches. Shipping weight, 10 oz.
25 V 9680—**Each** 59c

Ⓚ **Photo Album.** What a gift for a "snapshot" collector. "Mountain Craft" rustic wood binder, hand decorated, stained and has hand rubbed walnut finish. Copper hinges, rawhide thongs. Size 10⅛x7 in. 60 pages for mounting photographs. Shpg. wt., 1 lb. 10 oz.
25 V 9631—**Each** 95c

Ⓛ **Tea Pot.** Cream white pottery with bright color Mexican design. 6-cup capacity. Abt. 6 inches high. Japanese import. Matches range set (M). Shipping weight, 1 lb. 8 oz.
25 V 9621M—**Each** 59c

Ⓜ **Range Set.** For her kitchen! Cream white pottery with bright color Mexican design. 3⅛-inch covered jar for drippings. Salt and pepper shakers about 4⅝ inches high. Matches teapot (L). Japanese imports. Shpg. wt., 1 lb. 11 oz.
25 V 9622M—**3-Pc. Set** .. 63c

Ⓝ **"Little Dutch Mill" tea set** She'll enjoy using it. Blue and white glazed Taisho ware. 4-cup size teapot, 3-inch creamer, 4⅛-inch sugar bowl. Japanese import. Shipping weight, 2 pounds 8 ounces.
25 V 9595—**3-Pc. Set** 69c

GIFTS THAT SAY

MERRY CHRISTMAS

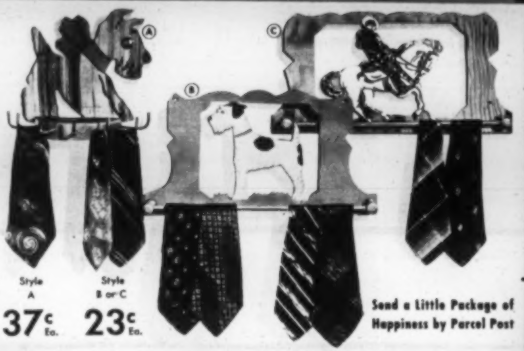
Include in a $10 Order

SEE PAGE B IN CENTER OF BOOK

He's Sure to Like a Tie Rack

Ⓐ A "doggie" number. Bright red painted bow 'round the Scotty's neck gives this tie rack a pleasing dash of color. Natural plywood, 7 metal hooks for ties. (Ties not included.) Height, abt. 6 inches.
25 V 9674—Shpg. wt., 8 oz. Each . . **37c**

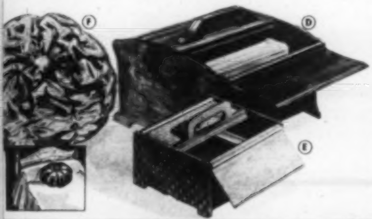
ⒷⒸ Two styles made of plywood with 10½-in. bar. Style (B) Terrier cut out design on Green or Red. **State color.** (C) Cowboy on horse cutout design in natural colors. **State Style B or C.** (Ties not included.)
25 V 9561—Shpg. wt., 8 oz. Each . . **23c**



Style A **37¢ Ea.**

Style B or C **23¢ Ea.**

Send a Little Package of Happiness by Parcel Post

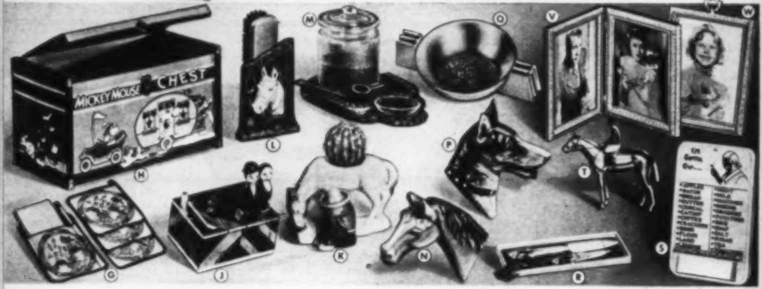


She'll Treasure Them for Years . . .

Ⓓ **Large, Roomy Sewing Cabinet** in a new flat shape which will hold her needlework. Walnut finished plywood, sturdily constructed . . . should last for years. Removable spool tray. Hinged lids (both will open). Handle for carrying. **Size, 12x11¾x8 inches.**
25 V 05103—Shipping weight, 4 pounds. Each **$1.39**

Ⓔ **Sewing Cabinet** . . . of plywood with new pressed finish that looks like basket weave. **Handy size, about 10x9x6 inches.** Hinged lids (both open), inside spool tray, handle. Light maple color.
25 V 05102—Shipping weight, 2 pounds. Each **79c**

Ⓕ **Pajama Bag.** Rose shaped, decorative boudoir "pillow" . . . holds pajamas or gown. Soft finished rayon taffeta. **About 10 inches** in diameter. Opens at back with tasseled rayon drawstring cord. **Colors:** Orchid, Lt. Green, Rose, Blue or Gold. **State color.**
25 V 4111—Shipping weight, 10 ounces. Each **47c**



SOMETHING HERE FOR EVERY MEMBER OF YOUR FAMILY

Ⓖ **Pot Holder Set and Memo Pad.** Three 5½-in. potholders with washable fabrikoid fronts (willow-ware design) and quilted backs; memo pad and pencil in holder. Red, Green or Blue design. Matching binding. **State color.** Shpg. wt., 10 oz.
25 V 5029—Set **39c**

Ⓗ **Mickey Mouse Chest.** Teach children to keep clothes in orderly fashion or use chest for storing toys, games. Cedar color, heavy 3-ply kraft fiberboard. Reinforced with wood at ends. Trunk type lock, nickeled handles. **Abt. 26x12x14 in.** Shpg. wt., 3 lbs. 4 oz.
25 V 5028—Each **98c**

Ⓙ **Trick Cigarette Box.** 4⅝x3⅝x5 in. Jap. import.
25V9540—Shpg. wt., 10 oz. Ea. **49c**

Ⓚ **4-In. Cactus Holder.** White pottery, bright figure. Jap. import. (Plant not included.)
25V9620—Shpg. wt., 1 lb. Ea. **29c**

Ⓛ **Clothes Brush and Holder.** Pressed wood. 5⅝-in. red brush. Brown holder, abt. 5 in. high. Sturdy.
25 V 9615—Shpg. wt., 12 oz. Set. **49c**

Ⓜ **Glass Humidor Set.** 9½x 6-in. brown base. Glass ash tray. (Pipe, tobacco, not included.) Shpg. wt., 2 lbs. 6 oz.
25 V 9613—Each **95c**

Ⓝ **Jap. Imported Wall Plaques. Horse Head.** Natural brown pottery. Abt. 10 in. high.
25 V 9513—Shpg. wt., 15 oz. Ea. **49c**

Ⓟ **Dog Head.** Natural brown pottery. Abt. 10 in. high.
25 V 9514—Shpg. wt., 1 lb. 5 oz. Ea. **49c**

Ⓠ **6-Inch Ash Tray.** Solid brass, hand fashioned. "Man-size". Chinese import. Shpg. wt., 1 lb. 5 oz.
25 V 9581—Each **$1.25**

Ⓡ **Desk Set.** Hand carved bone bookmark and 6-in. letter opener. Asstd. designs. Jap. import. Shpg. wt., 3 oz.
25 V 9634—Set **19c**

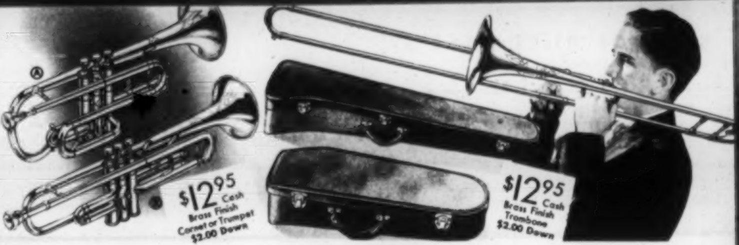
Ⓢ **Kitchen Reminder.** Mammy design board with list of items and colored pegs to "plug in" beside the groceries needed. Handy memo pad. Maple finish, abt. 10¼x6¼ in.
25 V 9632—Shpg. wt., 9 oz. Each **21c**

Ⓣ **Horse and Rider.** Silver color metal horse, scarlet coated rider. Radio or mantel ornament. **Abt. 5 in. high.** Jap. import.
24 V 9367—Shpg. wt., 9 oz. Each **59c**

Photo Frames—Stand on table or hang on wall. Etched gilt color metal, glass covered with suedelike fabric back.

Ⓥ **Double Frame**—Two 8x10-in. frames.
25 V 9618—Shpg. wt., 2 lbs. Each . . . **69c**

Ⓦ **Single Frame**—Size, 8x10 in. Ring top and easel. Gilt color.
25 V 9619—Shpg. wt., 1 lb. 3 oz. Each . . . **39c**



USE EASY TERMS . . START A MUSICAL CAREER NOW!

SEE PAGE 8 IN CENTER OF BOOK

Tonette

For everybody's Christmas stocking! Anyone can play it. Clear mellow tone. Key of C. Scale like Boehm system clarinet. 7⅛ in. long. Black Tenite plastic. Shpg. wt., 3 oz.
12 V 5230....... **94c**

"Marceau" Trumpet or Cornet and Case

For beginners and students—an $18.50 outfit! Correctly gauged brass. Mother-of-pearl valve buttons. Slide change to A. Water key. Complete with $4.50 case. Made in Germany. *State finish.*

Ⓐ **12 V 07707—B-Flat Cornet.** 16-in. long with 4⅜-in. bell. Shpg. wt. outfit, 8 lbs.
Fin. A, Polished brass. **$12.95**
Finish H, Silver Plate with gold lacquer trim............ **$15.95**

Ⓑ **12 V 07711—B-Flat Trumpet** 19¼ in. long. 4½-in. bell. Shpg. wt., outfit, 8 lbs.
Fin. A, Polished Brass **$12.95**
Fin. H, Silver Plate with gold lacquer trim.......... **$15.95**

Trombone and Case

Complete with $4.50 case—an $18.50 value! 45½ in. long, 7-in. bell. Standard gauge brass for perfect tone. Water key. Shpg. wt., outfit, 11 lbs. Made in Germany.
12 V 07780—*State finish.*
Finish A, Polished brass. **$12.95**
Finish H, Silver plate with gold lacquer trim.............. **$15.95**

BUILD TALENT AND PERSONALITY WITH MUSIC

$47.50 Cash
12 V 0642
$5.00 Down

Beginner's Violin Outfit With Music Stand

Here's for a Merry Christmas and a great musical bargain! A complete violin outfit for the young beginner—worth $12.50, yet priced at only $9.95! Check these features: **Violin:** worth $8.00. Copied from a famous Stradivarius model. Good quality, straight-grain spruce top. Flamed maple back and sides. Wood aged 5 years. Shaded, reddish-brown flamed finish. Inlaid purfling. Ebony fingerboard, tailpiece and pegs.

Accessories worth $4.50 included. Fully arched side opening case with artificial leather covering. Music stand. Brazilwood bow with whalebone grip, ebony chin rest. Rosin. Mute. E-string adjuster and instruction book. Made in Germany. *State choice.*
12 V 0120—Full size violin and outfit. Shipping weight, 10 lbs.............. **$9.95**
12 V 0121—¾ size violin and outfit. For ages 8 to 12. Shpg. wt., 10 lbs...... **9.95**

Give a Popular "Milano" Accordion

Seasoned wood frame covered with black celluloid. Aluminum treble panel. Pearl effect, celluloid keys. Hand tuned steel reeds. Rustproof bass mechanism. Made in Germany.

48-Bass	120-Bass	120-Bass
34 treble keys, 2 sets of reeds in treble, 4 sets in bass.	41 treble keys. 4 sets of reeds in treble, 5 in bass. Treble Switch.	Women's size. 3 sets of reeds in treble. 5-in Bass. Treble Switch.
12 V 0642–Shpg. wt., 22 lbs. **$47.50**	**12 V 0645**–Shpg. wt., 39 lbs. **$98.00**	**12 V 0644**–Shpg. wt., 35 lbs. **$89.50**

Here are Special Gift Values

Beautiful Flat Top Guitar

Ⓐ Just the thing for beginners and casual playing! A personalized guitar! Special nickel-plated tailpiece with insert for your name. Lacquered hardwood body. Chocolate brown striping around top edge. Ebonized finger board. Steel patent heads with brass gears. Instruction book and pick included.
12 V 213—Full size. Shipping weight, 7 lbs....... **$3.69**
12 V 214—¾ size. Shipping weight, 6 lbs......... **$3.69**

Fully Arched Auditorium Size Guitar

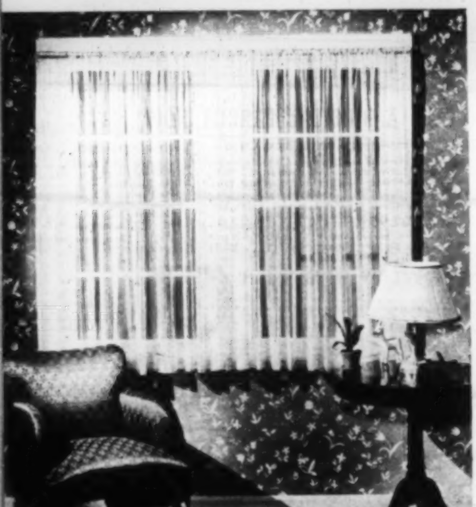
Ⓑ An armful of Christmas cheer for only $7.25! Arched top and back, extra auditorium size, 15½x39½-in. Hardwood body finished in lustrous dark mahogany. Top highlighted in duotone panel effect, white striping on top edge. Rosewood finish fingerboard. Nickeled patent heads. Compensated adjustable bridge. Nickel-plated tailpiece. With instructions and pick.
12 V 264—Shipping weight, 9 pounds........... **$6.75**

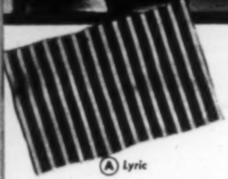
Give a Uke For Christmas

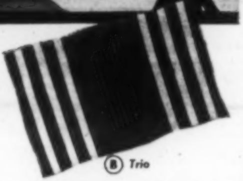
Ⓒ For popular, informal fun! Standard size. Hardwood body. Enamel finish. Non-slip pegs. Well constructed with true tone.
12 V 457—Shipping weight, 2 lbs. 3 oz........... **$1.19**

$3.69
12 V 213
Ⓐ
Ⓑ
Ⓒ
$6.75
12 V 264

SPECIAL PURCHASE OF
ALL CELANESE RAYON MARQUISETTE PANELS




Ⓐ *Lyric*


Ⓑ *Trio*

All the "Fine Finish" of Expensive Curtains

34-In. Panel ~~79¢~~ Value **55¢** Ea.

44-In. Panel ~~98¢~~ Value **79¢** Ea.

Luxury curtains that scoop the lowest prices our shoppers could find in this quality! Sheer panels like these are decorator favorites everywhere. They have the misty, soft sheen characteristic of fine Celanese rayon yarns and, they're woven in two versions of the popular stripe. Tailored to perfection, with 1-inch side hems and 3-inch bottom hems. Every hem rolled and firmly stitched down, not like the easily pulled out hems of some low-priced curtains. So lovely you'll want a houseful! Pretty anywhere, with or without draperies, and they're a real gift inspiration! Two or more panels will delight the woman who takes pride in her home. For more fullness, use two panels at each window. *Color:* French Ecru only.

Ⓐ Lyric

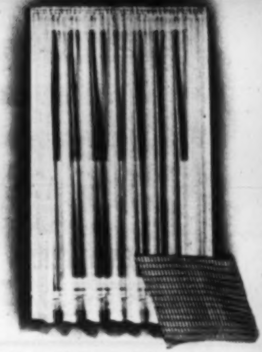
34 Inches Wide—2¼ Yards Long
Shipping weight, each, 5 ounces.
24 V 2732—Each Panel..............**55c**

44 Inches Wide—2¼ Yards Long
Shipping weight, each, 7 ounces.
24 V 2733—Each Panel..............**79c**

Ⓑ Trio

34 Inches Wide—2¼ Yards Long
Shipping weight, each, 5 ounces.
24 V 2734—Each Panel..............**55c**

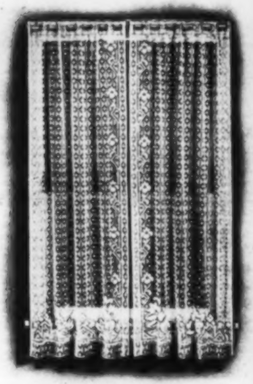
44 Inches Wide—2¼ Yards Long
Shipping weight, each, 7 ounces.
24 V 2735—Each Panel..............**79c**



Rayon Hollywood Gauze

66¢ Ea. Lovely to look at and easy on a holiday budget, are these softly-lustered panels. Of all-rayon yarns in a pleasing open weave, they're finished in style with 1-inch side hems and deep, 5-inch decorator hems at bottom to provide added weight for smooth hanging. Headed at top, all ready to hang, no further sewing necessary. Grand as gifts! Such pretty curtains are sure to be appreciated. These sheer panels are amply wide but, for the graceful fullness typical of today's smart window-treatments, follow the suggestion of decorators and use two of these panels at each window.

44 in. wide; **2¼** yds. long. *Colors:* Eggshell or Ecru. *State color.* Shipping weight, each, 11 oz.
24 V 2740—Each..66c **Two for..$1.28**

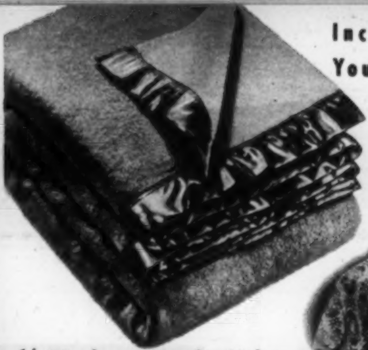


Rough Weave Lace Pair

69¢ Pr. Decidedly inexpensive for their firm weave, generous width, and downright attractiveness! Sheer rough weave pairs with a charming simplicity of mesh pattern and border design that makes them appropriate anywhere. Ready to hang. Eyelet-headed top, real bottom hem, woven side hem effects. Order yours now—in time for the holidays.

64 in. across top; each side **32** in. wide. **2¼** yds. long. *Color:* French Ecru. Shipping wt., pr., 7 oz.
24 V 4119—A Pair..69c **Two Pairs..$1.33**

Include Practical Gifts in Your Easy Payment Order!



⅓ Wool . . . Wonder Value

LOOKS LIKE COSTLY ALL WOOL!

$3.29 Each **Big Double Bed Size. 72x84 in. Wt., 3½ Lbs.** Part wools in solid or two-tone colors! Worth $4.98 anywhere! Made of finest imported cotton and rayon, blended with ⅓ wool in natural (un-dyed) color to give "frosty" look of all wool. Extra wide non-fray Celanese rayon satin binding. Shpg. wt., each, 4 lbs.

Solid Colors

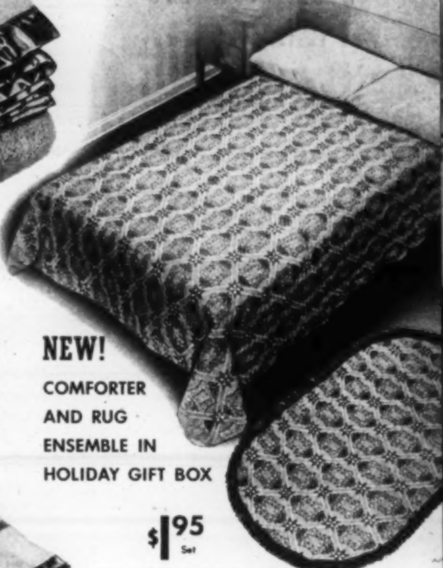
Cedar, Dusty Rose, Dubonnet, Bermuda Green or Delft Blue. *State color.*

24 V 07477—Ea. $3.29

Two-Tone Combinations

Colors: Combinations of Cedar and Dubonnet; Bermuda Green and Cedar; Dubonnet and Dk. Blue; or Powder Blue and Dusty Rose.

24 V 07478—*State colors.* **Ea.. $3.29**



NEW!

COMFORTER AND RUG ENSEMBLE IN HOLIDAY GIFT BOX

$1.95 Set

Tubfast Patchwork Print Design

Tubfast cotton print in monotone patchwork design is used for both comforter and its quaint matching rug. Features an old-fashioned star-and-circle pattern . . . the sort grandmother favored for her hand-pieced quilts! Include one of these washable bedroom ensembles among your gifts . . . they come boxed together and cost you less than you'd expect to pay for comforter alone. Both comforter and rug are filled with all new cotton linters; held in place with zigzag stitching; both backed with unbleached muslin. The oval rug has harmonizing edging of cotton loop fringe. The comforter is tape bound. Pretty as bedspread or covering.

Comforter cut size, **72x80** In.; Weight, **3¼** Lbs. Rug, **30x50** In. *Colors:* Blue, Brown, Green or Dusty Rose.

24 V 08001—*State color.* Shpg. wt., set, 5 lbs. **Set**........**$1.95**
Finished comforters measure slightly less than cut sizes quoted.

Part Wool Value Thrillers

BIG PAIRS AT BIG SAVINGS

$1.65 A Pr. **Not Less Than 5% Wool Big Double Bed Size, 72x84 In. Weight, Pair, 3¼ Lbs.** Take advantage of the exceptionally low price on these part wool pairs! There's nothing to beat them for economy and downright practicality. Only new materials are used in these big double-bed size blankets; imported cotton with 5% wool for softly napped surfaces. And good looking, too . . . lovely solid colors or plaids in the new, deeper shades. Ends bound with sateen. Just the right weight for year 'round use. Shpg. wt., pr., 4 lbs.

Solid Colors

Colors: Cedar, Dubonnet, Blue or Rose. *State color.*

24 V 07409

Pair......... **$1.65**

Plaids

Colors: Blue, Dubonnet, Rose or Cedar plaids, with White. *State color.*

24 V 07406

Pair.........**$1.65**

Warm All Wool Blanket

RICH RAYON SATIN BINDING

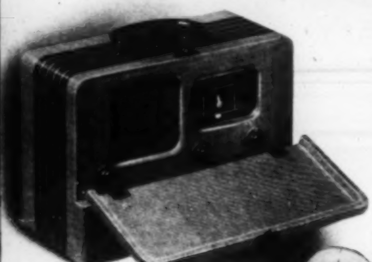
$4.79 Each **Big Size, 72x84 In. Weight, 3½ Lbs.** Nothing like all wool for warmth! That's why Sears offer this grand value in an all wool blanket, just in time for holiday giving. Specially low priced for this weight, too. Features new deep-tone colors and rich rayon satin binding. Single blanket, big double bed size. *Colors:* Dubonnet, Dark Green, Winter Rose, Royal Blue or Old Rose. *State color.* Shipping weight, each, 4 pounds.

24 V 07568—Each...............**$4.79**

NO BETTER GIFT THAN A SEARS RADIO

No Easier Way to Buy Than on Sears Easy Terms...See Page 8 in Center of Book

TAKE IT ANYWHERE—PLAY IT ANYWHERE



A Battery Radio Beauty

$19.95 Cash
Less Batteries
$2.50 Down

Santa himself couldn't make a better choice! The beautiful cabinet will please Mother, the thrilling power will delight Brother, the amazing economy will overjoy Father—and everyone will rave about the glorious tone quality.

It's a big table model with 5 1¼-volt tubes that give all the performance of most 7-tube sets. Yet it's so economical that at 3 hours a day the Power Pack battery will last from Christmas until about next September. 800 hours guaranteed.

Hear carols from London on Christmas Day, for this Silvertone has foreign reception, too. Foreign range is from 6 to 18 Mc. Regular range is from 545 to 1720 Kc. Every modern feature has been included—push-button tuning for 5 stations, tone control, and a big 6-inch dynamic speaker.

Rich butterfly walnut veneer has been used in the front panel of the cabinet, unusual at this price. Size, 19 in. wide, 11¼ in. high, 10⅜ in. deep.

57 V 06242—With 800-hour Pack. Mailable. Shpg. wt., 46 lbs.....**$23.90**
57 VM 6243—With Storage "A" and two "B" batteries. Shpg. wt., 57 lbs. Not Mailable.......... **25.99**
57 V 06262—Radio only, less batteries. Shpg. wt., 22 lbs. Mailable... **19.95**
57 V 5575—Standard Aerial Kit. Shpg. wt., 2 lbs..........**59c**

3-in-1 Portable Radio

$19.95 Cash
$2.50 Down

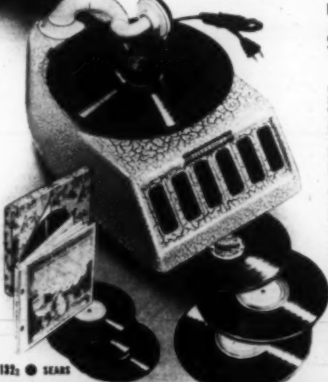
Watch the family whoop for joy on Christmas morning! Give them this dandy 3-in-1 portable radio. Each one will be hoping HE can use it next. The whole family can share it on picnics, at beaches, Sunday-nite socials.

In this smart "carry-with-you" case there is a triple service set . . . a battery radio, and an A.C. or D.C. electric radio. Indoors it operates on 110 to 125-volt, 60-cycle A.C. or D.C. electricity. A turn of the switch and it operates from enclosed dry batteries which last about 2 months if used 3 hours a day.

Has removable hinged front cover. When closed, looks like handsome airplane luggage.

Has important features: 5-in. dynamic speaker; 5 low-drain tubes; superheterodyne circuit; built-in loop aerial. Range: 540 to 1780 Kc. Size: 9⅛x13½x7¼ in. Weighs 16 pounds.

57V06274—3-in-1 Radio. Complete with tubes, 1 "A" and 2 "B" batteries. Shpg. wt., 19 lbs. Mailable.....**$19.95**



Electric Phonograph

$5.25
Electric

Special Christmas offer! With this new electric phonograph, at no extra cost, you get either 3 Conqueror 10-in. records Cat. No. 57 D 5900, *OR* if you prefer, a set of four 7-inch records in child's record album Cat. No. 57D5980. Make choice from our Big General Catalog.

A safe-to-operate, well-built record player in attractive colors: Cherry Red or Ivory. *State color*. Size: 10x17x8 in. high. 9-inch turntable.

No winding necessary—the silent smooth electric motor is the *self-starting* constant-speed type and is equipped with an on-off switch. New type tone arm and reproducer brings remarkable tone qualities. For 110 to 120-volt, 60-cycle A.C. (For 50-cycle allow 50c extra.) *State current and color*. Pkg. 50 needles included.

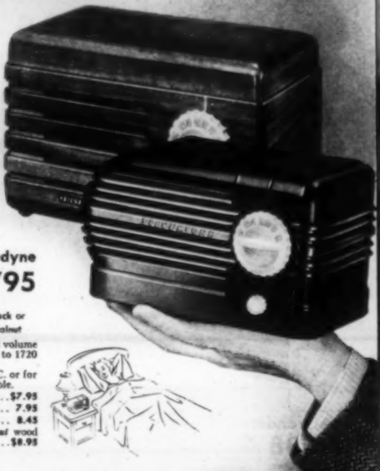
57 V 05829—*State choice of records and titles wanted*. Shpg. wt., 9 lbs...**$5.25**

Spring Wound Type

For homes without electric current. Has strong spring motor that plays two selections on one winding. Otherwise same as electric model above.

57 V 05809—*State choice of records and titles wanted*. Shpg. wt., 9 lbs...**$5.95**

SENSATIONAL VALUES IN SMALL ELECTRIC RADIOS



5-Tube Superheterodyne

$7.95 Black or Walnut

Not just a tiny radio, but an amazingly compact marvel. For there are more features crammed into this clever cabinet than you'd believe possible. When you see it, you'll want to give yourself one for Christmas.

Outside, one of the best-looking cabinets you ever saw. Inside, there are 5 tubes, two of which are dual-purpose, in a superheterodyne circuit; automatic volume control, electro-dynamic full tone speaker. Range of 540 to 1720 Kc. Attached aerial.

Size is 8⅝x4⅞x4⅛ in. For 110-volt, 50 or 60-cycle A.C. or for D.C. (Not available for 25-cycle). Shpg. wt., 6 lbs. Mailable.

57 V 06160—Black Plastic	$7.95
57 V 06163—Walnut Plastic	7.95
57 V 06161—Ivory Plastic	8.45
57 V 06175—(Illustrated in rear). Beautiful *solid walnut* wood—rich in graining—highly polished. Size, 8½x4½x5 in.	$8.95

SILVERTONE Streamliner

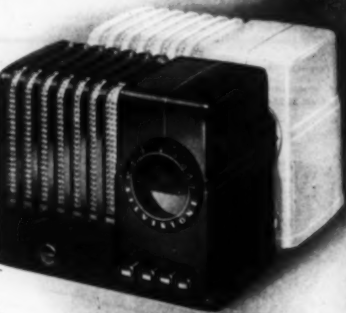
$8.95 Black or Walnut

300,000 customers can't be wrong! If you want to be sure that your gift will go over big, here is the buy. It will be the "most appreciated" gift of all. There's nothing skimpy about this gleaming Silvertone—it has a full 5-inch dynamic speaker and five working tubes. Modern, too, for this newest "Streamliner" has push button tuning for any four favorite stations. And anyone can set up the buttons in a few minutes. Send it along with Christmas greetings and make someone very happy.

You'll be glad to know that the beautiful plastic cabinet completely encloses the radio—looks the same front and back. The size, 7⅛x5⅝x9⅝ inches. Tunes stations from 545 to 1720 Kc., which includes some Police calls. Attached 20-ft. aerial is included.

For 110 to 125-volt, 50 or 60-cycle A.C. or for D.C. (25-cycle not available). Shipping weight, 12 pounds. Mailable.

57 V 06102A—Ebony Black Plastic	$ 8.95
57 V 06103A—Gleaming Ivory Plastic	9.95
57 V 06105A—Rich, Variegated Walnut Plastic	8.95



4 Tubes—Attached Aerial

$5.69 Walnut or Black

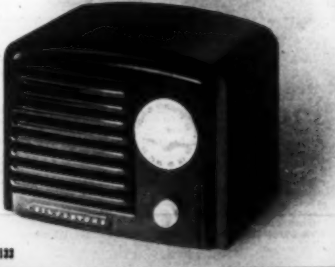
You can almost hang this radio right on the tree. A peppy little handful that would gladden any heart on December 25th. Wrap it in cellophane—it will be the most exciting gift of the whole day.

No cheap radio, this—it was originally built to sell for $9.95. You'll be simply amazed to hear the fine quality of tone that comes from the 3½-inch dynamic speaker. A clear life-like tone that you'd never expect from so small a set—just 6¼ inches wide, 4¼ inches deep and 4⅝ inches high! Fits right into your hand!

A colorful little marvel that comes in four gleaming colors, Black, Ivory, Walnut, or Red. Well-built with expensive features: 4 tubes, easy-tuning dial that lights up, attached aerial hank, tuning range of 550 to 1720 Kc.

For 110 to 125-volt, 50 or 60-cycle A.C. or D.C. (Not available for 25-cycle). Shpg. wt., 6 lbs. Mailable.

57 V 06165—Black Plastic	$5.69
57 V 06166—Ivory Plastic	6.49
57 V 06167—Walnut Plastic	5.69
57 V 06169—Chinese Red Plastic	6.49



All radios on these pages are shipped from Chicago, Philadelphia, Boston, Kansas City, Minneapolis, or from warehouses at Binghamton, N. Y. and Cleveland. Send orders to nearest mail order house only. Phonographs and records are shipped from mail order houses only.

ONLY $2 DOWN

ON SEARS EASY TERMS

The Grandest Gift Ever . . . for only $2 Down

$16.88 Cash

$2.00 Down

Say "Merry Christmas" with this beautiful chest—a fit place to store her treasures. We've packed it with expensive features, insisted on the highest quality construction, specified this beautiful genuine Orientalwood veneer case, and yet kept the price so low you just can't afford to pass it up. Here's your chance to give her a gift she'll always cherish. Order today for Christmas delivery.

Honor Bilt construction; mitred and glued interlocking corners. ⅜-inch solid cedar interior; 5-ply top, cedar lined. Rustproof hardware. Built to U. S. Government standards. Dustproof and airtight throughout. Automatically rising three-section tray beneath lid. Standard large size. Ht., 20 in.; top size, 45x18½ in. Modern styling, beautiful roll top and heavy base. Concealed "secret" silver drawer. Matched Orientalwood veneer paneled front. Expensive hand-rubbed finish. Christmas wrapped in cellophane, and tied with huge red bow. A $30.00 value. Just see what you save! **Shipped from factory near Chattanooga, Tenn.**

I VM 3725—Chest. Shipping weight, 80 pounds........................$16.88

. . . See Our Big Catalog for More Furniture Bargains

Only $4 Down

. . . and Many Happy New Years to Come for You

$39.95 Cash

. . . in the thrill of the sleek new lines of this day-or-night lounge! $4.00 down now buys this modern beauty! It will be shipped promptly from Factory near our Mail Order House.

- Eyetaking, long-wearing beautiful rayon velour cover.
- Drop-back construction (one simple motion and the back drops down to form double bed) . . . size, 44½x74 inches. Seat size, 23½x74 inches.
- Seat and back have coil springs, softly padded with sisal and layer felted cotton linters.
- **Colors:** Choice of Rust, Brown, Green, Blue or Burgundy.
- Convenient ash-tray built in arm.
- Sliding door on inside right arm (facing couch) conceals spacious compartment.
- Square, cushiony upholstered arms.
- Strong and sturdy, reinforced frame.
- Sit or sleep at correct height.
- Graceful walnut-finished feet.

I VM 6978F—Daveno. **State color.** Shipping weight, 175 pounds..........$39.95

BUY HER THE BEST

AND MAKE HER HAPPY

$10.95 VALUE

Modern "Finger-tip" Convenience.

$7.69

A gift to make ANY woman smile! Two roomy drawers for sewing materials, tray for pins and buttons; best of all, eight spools each of thread and darning cotton in its 16x12-in. top. Ht., 24½ in. Waterfall top. Sturdy Hardwood. Walnut finish. Order today! Mailable.

I V 03604—Sewing Cabinet. Shpg. wt., 17 lbs...$7.69

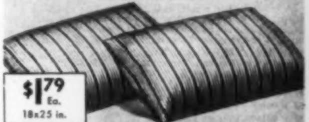
$14.95 VALUE

Mar-Resistant Veneer Top Table

$9.98

Heavy turned and fluted legs. Shaped and beaded apron. 34½x20½-in. burn, mar and alcohol resistant top of matched Orientalwood veneers; high-lighted with marquetry and maple inlays. Ht., 30½ in. Hardwood. Walnut finish.

I VM 3467—Table. Shipping weight, 42 lbs.....$9.98



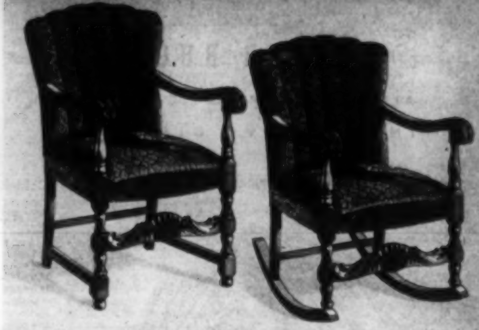
$1.79 Ea.
18x25 in.

100% Grey Goose Feather Pillow. Fluffy; Paragon Processed. Blue-and-white stripe ticking. **State size.**

I V 7140	Shpg. Wt. Ea.	Each	Pair
21x27 in.	2 lbs. 14 oz.	$2.49	$4.85
19x26 in.	2 lbs. 6 oz.	2.19	4.29
18x25 in.	2 lbs. 2 oz.	1.79	3.49

$2 A MONTH

BUYS BOTH CHAIRS



Stylish Channel Backs

AT REAL SAVINGS

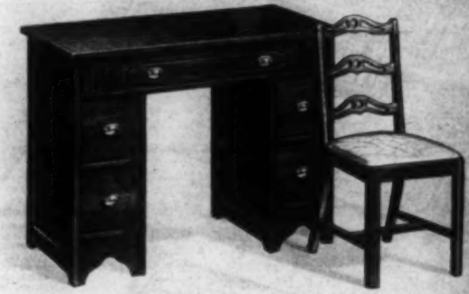
$12 Value

$7.98 Chair

Here's the IDEAL gift for your amily; one they'll all enjoy for ears to come. These beautiful ompanion chairs have every- hing; styling to lend luxury to our room and Sears highest quality construction or the most satisfactory service. Best of all is he low price. Have BOTH CHAIRS for the rice of one elsewhere! Only $2 down brings them n time for Christmas! Pay the balance in easy, ever-missed amounts as shown on Page B in the enter of the book. Send your order today!

All hardwood frames, double dowel construction. turdy stretcher braces. Curved arms with richly arved hand grips and stretcher. Finished in warm Walnut. Comfortable, decorator-type channel acks. Softly padded, deeply resilient spring seats 19½x18½ in. Ht., 35½ inches. Luxurious Acetate Rayon Velour cover in rich Rust, Green, Burundy, or Brown. Runners detached for safe shipent—easily put on. *State color and item.* Shipping eight, each, 27 pounds.

VM 1525—Chair. .$7.98 Rocker. $8.48
Both for only. . . . . .Cash 14.98



Grand Writing Group

FOR ONLY $2 MONTHLY

$16 Value

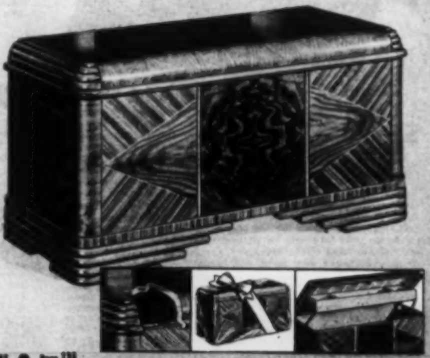
$10.88 Cash Desk

Another gift to make the amily cheer your good taste —while you and your econmy-wise budget smile! Beauiful writing group—a grand ddition to any living room, brary, or den. Check the quality features—then ell us if the small price doesn't amaze you! Hardood throughout. Desk 29¾ inches high, with roomy 0x19-inch writing surface. Large center drawer nd two on each side for supplies, records, etc. eautiful rubbed finish in rich Walnut or warm riscilla Maple. Attractive antique cast metal rawer pulls. Finished all around—place it ANYHERE in your room. As little as $2 brings it to ou for Christmas, if you hurry. See Page B in enter of book for Easy Terms. **Shipped from factory near Cincinnati, O.** *State finish.*

VM 3953F—Desk. Shpg. wt., 70 lbs. $10.88

hair—Solid hardwood frame, sturdily put toether and nicely styled. White, artificial leather eat 15½x14 inches. Ht., 34½ inches. Maple or Walnut finish. *State finish.*

VM 3826—Chair. Shpg. wt., 12 lbs. $3.89
VM 3953F—Both desk and chair.
hpg. wt., 82 lbs. $13.88



$3.00 Down for

THIS DREAM GIFT

$22.98 Cash

$3 Down

or Her—a gift to thrill her ith its beauty; one to cheer er for years on end with its rand usefulness. And though ou don't think of price when ou Buy Her a gift, this rifty price tag is one you'll welcome. It's all the ore welcome when you consider the small $3.00 own payment and the rest in small, never-missed mounts. See Center of Book. Make this one a hristmas she'll always remember. Order this hest for Her today!

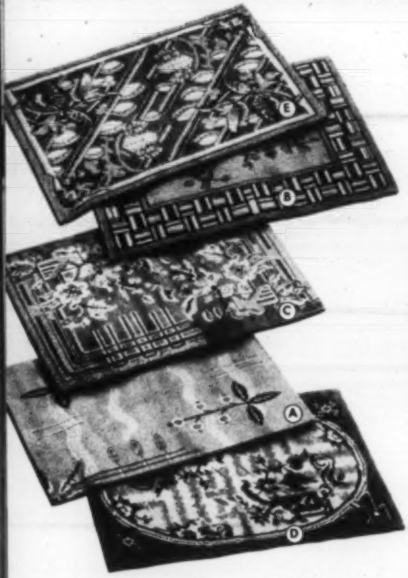
Honor Bilt. Mitred, interlocking corner joints ued and V-blocked for added strength. Metal aling strip; dustproof and airtight—a fit place r the most cherished possessions. Built to meet overnment standards. Has automatic rising tray nder lid. Rustproof combination lid and hinge pports. Complete with lock and key. Giftrapped in cellophane; ornamented with red bow. Waterfall top and flowing streamlines. American alnut top and ends. Quartered stump Walnut d Orientalwood front. Quartered, matched Claro alnut center panel. Tulip and Holly wood maretry with Ebony and Maple accents. Solid ¾-in. d Cedar interior. Roomy 45x19-in. size. 22½ high. **Shipped from factory near Philadelphia,** ., or Chicago, Ill. Order from your nearest Mail rder House.

VM 3782F—Chest. Shpg. wt., 90 lbs. $22.98

SCATTER RUGS

ATTRACTIVE, PRACTICAL, INEXPENSIVE GIFTS

Include in Your Easy Payment Christmas Order



Charming Wool Face Axminster Rugs

$1.98 Each

27x45 In.

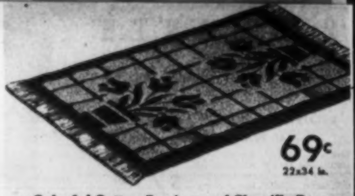
$2.50 VALUE

Wool face Axminster scatter rugs will make decorative, useful gifts to put under any Christmas tree . . . your own included! Sears buyers made a special purchase so that we might bring you these enchanting little rugs at an excitingly low price. Others ask as much as $2.50 for this quality, but Sears thrift price is no more than you ordinarily have to pay for cotton rugs. There is a wide variety of patterns to choose from, and these lovely designs and colors will satisfy even the most discriminating tastes. Soft, luxurious, serviceable as only a wool face rug can be. Ideal to use on your large rug for decorative and practical purposes or place one in front of the davenport, fireplace or entrance way and see how homelike your room will become immediately.

A: Modern design in black, green and rust on two-tone taupe ground. B: Hook design, textured green center, florals in red, brown and green. C: Chinese design on red ground with harmonizing florals. Taupe border. D: Oval center with harmonious florals on two-tone tan ground. Green border. E: Modern floral design. Figures in taupe, rose, green and black on blue ground. Narrow taupe border. State pattern A, B, C, D or E. Mailable.

37V4589—Size abt., 27x45 in. Shpg. wt., 3 lbs. Each **$1.98**

EASY TERMS ON EVERYTHING AT SEARS, SEE PAGE 8 IN CENTER OF BOOK



69¢
22x34 in.

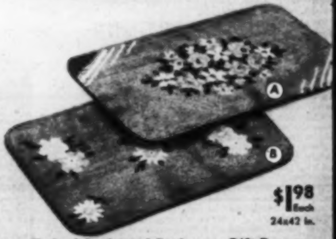
Colorful Cotton Roving and Chenille Rugs

"Merry Christmas to all" . . . and to all a gayer home with these colorful little roving and chenille scatter rugs to lend an accent of cheer to any room. High quality at a low price just right for that "Christmas gift" budget! Delicate colors, velvety surface, for that precious air of luxury. Wash in warm water and mild soap. **Colors are green, black, rose or blue on pepper and salt background. State color. Mailable.**

37 V 671M—Size, abt. 22x34 in. Shpg. wt., 1 lb. 13 oz. . . . . 69¢
37 V 672M—Size, abt. 24x44 in. Shpg. wt., 2 lbs. 2 oz. . $1.09

Standard Size Toilet Lid Cover (Not illus.). **State color.** Designed to match rugs in color and pattern. Same quality.

37 V 601M—Shipping weight, 11 oz. Mailable . . . . 45¢



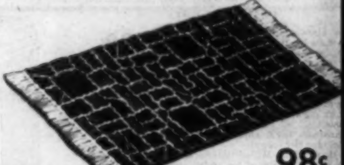
$1.98 Each
24x42 in.

Tufted Bath and Bedroom Gift Rugs

Purchased especially for this Christmas sale, these heavy cotton chenille tufted rugs will delight you with their beauty and thrift. Elsewhere, you will pay $2.49 for this quality. Sears price saves you 20%! The lovely "bon-bon" pastels and harmonizing florals make them attractive accessories for bathrooms or bedrooms. Soft, deep pile in Jacquard weave. Mottled texture ground of two-tone yarns for service and dirt resistance. Heavy canvas back. Wash in warm water and mild soap. Made in Belgium.

Comes in blue, peach, orchid, green, dusty-rose, also black and white backgrounds. State pattern A or B and color desired. Shpg. wt., 2 lbs. 8 oz.

37 V 475—Size, about 24x42 in. **Mailable.** Each $1.98



98¢
24x42 in.

Rag Rugs Make Useful Christmas Gifts

An American made rag rug to remind you of a cosy fire, frost on the windows and the jingle of sleigh bells. Sold exclusively at Sears, thriftily priced for this season of gifts. Made from a combination of all brand new cotton roving yarns, new rags and fine strong cotton warp, these rag rugs mark an absolutely new development in the industry. They are very sturdy and extremely rugged. The pattern is an exact reproduction of a tile design in shades that harmonise beautifully with kitchen and bathroom colors. Fringed. Wash in lukewarm water and mild soap. **Green, blue, red, brown or burgundy-rust. State color.** Shipping weight, 2 pounds.

37 V 495—Size, about 24x42 in. **Mailable** . . . . 98¢

SPECIAL CHRISTMAS OFFER

$7.95 SEWING COURSE INCLUDED WITH EACH SEWING MACHINE SHOWN ON THIS PAGE

A Splendid Gift . . .
the FRANKLIN Foot Power

$29.95 Cash

Improved Shuttle Head

$3 DOWN

Here's a real Christmas buy. A $50.00 value FRANKLIN Foot Power for only $29.95! And—think of it—Ellen Smith's $7.95 Kenmore Sewing course is included!

Modern cabinet design. Hardwood finished Walnut; top overlaid with genuine Walnut. Six large drawers. Easy running ball bearing drive wheel. Automatic head lift. Cabinet size, open, 49x18 in. Closed, 34x18 in. Ht., 32 in. Choice of three FRANKLIN sewing heads. We recommend a rotary for smoother sewing. See our Big Catalog for complete description of heads and 20-Year Guarantee. **Greist Attachments,** extra bobbins, needles, bottle of oil, and instructions included. Shipping weight, 124 pounds.

20VM9501F—FRANKLIN Improved Shuttle Head. Cash.$29.95
Easy Payment Price ($3 down; $4 a month).......... 32.35
20VM9502F—FRANKLIN Rotary Head. $50 value. Cash 36.95
Easy Payment Price ($5 down; $5 a month).......... 40.35
20VM9503F—FRANKLIN DELUXE Rotary Head. A regular $70 value. Cash Price..........................$44.95
Easy Payment Price ($5 down; $5 a month).......... 48.85

10-Day Home Trial on Sewing Machines See Our Big Catalog for Details.

FRANKLIN Console Electric . . . only $39.95!

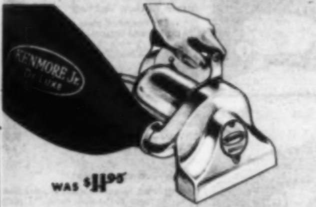
$39.95 Cash

Long Shuttle Head

$3 DOWN

A superb sewing machine! $59.50 value. Guaranteed for 20 years. Top and sides overlaid with genuine sliced Walnut. Size, open, 47⅛x18⅛ in. Closed, 24⅛x18⅛ in. Ht., 31 in. Choice of two sewing heads—see description in our Big Catalog. Automatic head lift. Knee control. **Underwriters Approved.** For any 110-120-volt current. $7.95 Kenmore Sewing Course, **Greist Attachments,** bobbins, needles, oil, instructions. Shpg. wt., 85 lbs.

20 VM 9639F—FRANKLIN Improved Long Shuttle Head. Cash........$39.95
Easy Payment Price ($3 down; $4 a month).......................... 43.65
20 VM 9642F—FRANKLIN Rotary Head with sewing light. Cash..... 46.95
Easy Payment Price ($5 down; $5 a month).......................... 51.10



KENMORE DeLuxe Upholstery Cleaner

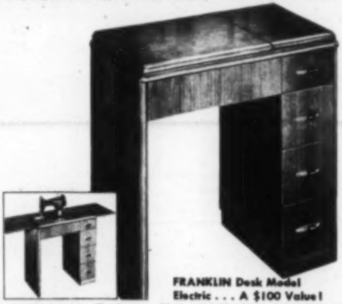
$8.95

Sells for $11.95 in our Big Catalog. Save $3.00! Buy now! Sears finest quality.

Motor-driven revolving brush gives triple action cleaning—the most efficient cleaning action yet developed. Beats, sweeps and sucks up the dirt, hair, lint, and thread from sofas, chairs, stair carpets, mattresses, draperies, etc. Lightweight—weighs only 5 pounds. Highly polished cast aluminum housing. Durable easy-to-empty dust bag. Powerful motor with bronze bearings for long life. Extra wide, 5⅛-inch nozzle. Handy toggle switch built into cleaner. Extra long, 20-foot cord with unbreakable rubber plug. **Approved by Underwriters.** For any 110-120-volt current.

20 V 09821—Shipping weight, 7 pounds..................$8.95

ALL SEWING MACHINES on this page are shipped from factory in Cleveland, from which point you pay freight. Send order to nearest Mail Order House. Electric models can be furnished for 32-volt current for $2.00 extra.



FRANKLIN Desk Model Electric . . . A $100 Value!

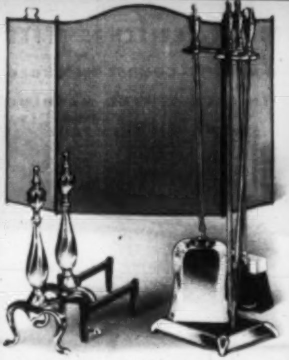
$64.95 Cash

Rotary Head

$5 DOWN

Handsome cabinet overlaid with genuine sliced Walnut. Open, 59⅛x17 in. Closed, 30x17 in. Ht., 31 in. Choice of two sewing heads . . . both accurate, vibrationless, easy to operate. DELUXE Rotary head sews forward or backward; Rotary head just sews forward. See Big Catalog for full descriptions; 20-year Guarantee. Sewing head easily raised to sewing position. Adjustable knee control. Sewing light. Quiet, powerful, bronze bearing air-cooled motor. **Underwriters Approved.** For any 110-120-volt current. Kenmore $7.95 Sewing Course. **Greist Attachments,** bobbins, needles, oil, instructions. Shipping weight, 129 pounds.

20 VM 9606F—FRANKLIN Rotary Head. $100 Value. Cash Price.....$64.95
Easy Payment Price ($5 down; $5 a month).......................... 70.95
20 VM 9607F—FRANKLIN DELUXE Rotary Head. $110.00 value. Cash. 72.95
Easy Payment Price ($5 down; $5 a month).......................... 79.75



Solid Brass 7-Pc. Fireplace Ensemble

$13.95 Cash

Complete Set

$2.00 DOWN

- **A Four-Star Feature in our Big Catalog . . . usual $22.50 value!**
- **Highly polished solid brass . . . lacquered to resist tarnish. Easy to keep clean.**
- **Beautifully proportioned Colonial design. Finest workmanship.**

Complete set includes screen, andirons, and fire tools as described below. Shipping weight, 40 pounds.
20 V 04950—Complete 7-Piece Set……Cash **$13.95**
Easy Payment Price ($2 down, $2 a month)……$15.10

3-Fold Screen. Black japanned screen. Solid brass trim. Center panel, 33x26 in. Side panels, 30x13 in.
20 V 04839—Shipping weight, 16 lbs……$4.95

Andirons. Lacquered, solid polished brass. Urn shaped tops. Height, 17⅝ inches. Shank, 14 inches long.
20 V 4879—Shipping weight, 15 pounds……$4.55

4-Piece Fire Set. Lacquered, solid polished brass—easily kept clean. Includes brush, shovel, poker and stand with steel rod reinforcement. Height of stand, 26 inches.
20 V 04882—Shipping weight, 9 pounds……$5.25

See our Big Catalog for complete selection of fireplace fixtures.

EVERY GIFT IS A PACKAGE OF HAPPINESS

"Musical" Door Chimes

Easily installed. Use on regular door-bell system. No re-wiring necessary.

Ⓐ **Long Tube Chime.** Two notes for front door. Ivory color. Non-tarnishing brass tubes. Overall, 40½x7 in.
20 V 06157—Shpg. wt., 5 lbs……**$4.55**

Deluxe Long Tube Chime. (Not shown.) Similar to above. Two notes for front door; one for rear door. Gold color bronze case. Overall length, 41½ in. Width, 7¼ in.
20 V 06154—Shpg. wt., 5 lbs……$7.45

Ⓑ **Duo Note.** Two notes for front door. White; chrome trim. 6⅝x4 in.
20 V 6201—Shpg. wt., 2 lbs……**$2.79**

Double Tone Chime. (Not shown.) Similar to above. 2 notes for front; 1 for back.
20 V 6245—Shpg. wt., 4 lbs……$3.69

Ⓒ **Single Tenor Note.** For front or back door. Black and white enamel finish. Width, 6 in. Length, 5⅝ in.
20 V 6152—Shipping wt., 1 lb……**95¢**

Ⓓ **DeLuxe Double Note Chime.** Two notes for front door; one for back. Brass tubes. Overall, 12½x7¼ in.
20 V 6153—Shpg. wt., 4 lbs……**$6.45**

CHRISTMAS GIFTS

See Our Big Catalog for Complete Selection

FOR THE HOME

Make Up a $10 Order . . . Pay Only $2 Down . . . The Rest Monthly . . . See Page B in Center of Book

Smart Lighting Fixtures

Was $6.95—now only $4.98! Beautiful semi-direct lighting fixture. Honey toned glass shades. Metal parts finished in gold color with silver effect trim.

Ⓐ **6-Light Drop.** Has 4-way switch. Length adjustable from 24 inches to 39 inches. Width, 17⅝ inches.
20 V 05935—Shpg. wt., 13 lbs……**$4.98**

Ⓑ **1-Light Bracket.** Turn switch. Back, 6⅝ in. Extends 4¼ in.
20 V 5940—Shpg. wt., 3 lbs. 8 oz. **$1.49**

New Bedroom Fixtures

Ⓒ Semi-indirect 10-in. glass shade in two-toned color effect. Choice of honey, peach, blue or green. *State color.* Ivory enameled metal holder. Shpg. wt., 4 lbs.
20 V 08174—For wall switch……**69¢**
20 V 08175—With pull switch……99¢

Ⓓ Semi-indirect 10¼-in. glass shade with etched design—choice of Sunny beige or pale sea-green color. *State color.* Metal holder finished in ivory color with gold color trim. Shpg. wt., 5 lbs.
20 V 08176—For wall switch……**$1.25**
20 V 08177—With pull switch……$1.65

Kitchen or Bathroom Light

Ⓔ Latest style white glass shade. Non-tarnishing chromium plated holder, 4⅝ in. wide. Extends 8 in. With pull switch. Shipping weight, 3 pounds.
20 V 8046……**79¢**
20 V 8030—Same as above, but with handy appliance outlet……98¢

Bright Kitchen Lighting

Ⓕ White enameled glass shade with crystal top and bottom. Reflects plenty of light and spreads it evenly throughout kitchen. White enameled rust-proofed metal holder. Overall size: diameter, 6⅝ in.; length, 8⅛ in. Shpg. wt., 6 lbs.
20 V 8180—For wall switch……**$1.09**
20 V 8181—With pull switch……$1.2

Same as above, but larger. Diam., 8⅛ in. Length, 9 in. Shpg. wt., 6 lbs.
20 V 8178—For wall switch……$1.2
20 V 8179—With pull switch……1.4

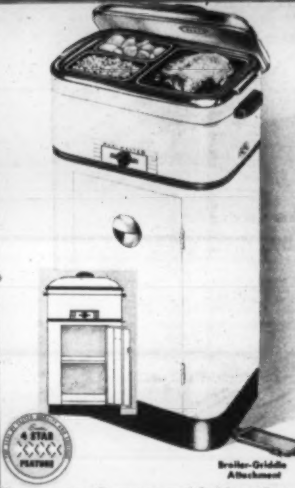
Lovely Bedroom Lamps

Two dancing figures of white frosted glass form the base of boudoir lamp. Dainty pleated shade of new, washable translucent cellulose acetate . . . gives soft and beautiful light. Ribbon trim. Bedlight, 8⅛x6 in., matches boudoir lamp. Choice of white, blue, peach, green, or pink. *State shade color.* Add charm to your bedroom by ordering the 3-piece set of 2 boudoir lamps (H) and the bedlight (G).
20 V 04101—3-Piece Set. Shipping weight, 7 lbs……**$2.49**

Ⓖ **20 V 4099**—*Bedlight only. State shad color.* Shpg. wt., 2 lbs……59

Ⓗ **20 V 04100**—*Boudoir Lamp. State shade color.* Shpg. wt., 3 lbs. 8 oz. Each……98

***IMPORTANT:* All Sears lighting fixtures are Approved by Underwriters. Sears fixtures and lamps are sold without bulbs. For bulbs see our General Catalog.**



Heatmaster Roaster and Cabinet Set

~~$30.00~~ VALUE

$23.50 Cash

Roaster and Cabinet

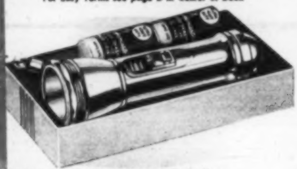
$3 DOWN

- **Large 18-qt. roaster with greater depth and higher lid.**
- **Holds up to an 18-lb. fowl; up to a 20-lb. roast or ham.**
- **Beautiful white baked-on enamel cabinet with two large shelves.**

A 4-Star Feature from our Big Catalog! Roaster bakes, stews, roasts, preserves, cooks, and steams. Cooks a complete neal for 2 to 8 people in one simple operation. Entirely utomatic—requires no watching. Thermostat regulates temeratures up to 500°. Can't overheat. With baking rack, ookie sheet, large, removable 18-qt. black porcelain enameled nset pan, and 3 smaller inset pans. Cord, plug, instructions, and ecipes. White baked-on enamel finish. Size, 18⅝x13¼x13 in. Heavy gauge steel cabinet. Width, 18⅝ in. Depth, 13¼ n. Ht., 28¼ in. Approved by Underwriters. For 110–120 olt A.C. only. Shpg. wt., 73 lbs.

0 VM 2032—*Roaster and Cabinet.* Not Mailable....$23.50
0 V 02033—*Roaster only.* Shpg. wt., 43 lbs........ 18.95
0 V 2034—Broiler-Griddle Attachment. Shpg. wt., 4 lbs. 3.25

For Easy Terms see page 8 in Center of Book



ightmaster Flashlight Gift Set

98c Complete Set

- **Lightmaster 2-cell flashlight with non-tarnishing chromium finish.**
- **Extra set of 4-Star Feature batteries.**
- **Extra Mazda ½-amp. pre-focused bulb.**
- **Comes in attractive gift box.**

dandy flashlight kit . . . all "dressed up" for Christmas! n ideal gift for men and boys. Streamlined flashlight rows a piercing 1000-ft. beam. Fixed focus never needs ljustment. Equipped with locking switch that won't turn n accidentally. Complete with two extra 4-Star Feature owermaster batteries and extra Mazda bulb. Shipping eight, 1 pound 6 ounces.

D V 2048—A $1.50 Value........................**98c**

See our Big Catalog for complete selection of flashlights.

YOUR CHOICE $3.98

ANY TWO FOR $7.50

Use Your Credit—SEE PAGE 8 IN CENTER OF BOOK

WHEN ORDERING TWO FOR $7.50 ORDER BY CATALOG NO. 20 V 360 AND STATE ARTICLES WANTED

Heatmaster Automatic Iron

Ⓐ A $5.95 value! Heat control dial shows exact setting for fabrics . . . also has "off" position. Cool, restful tilted handle. Beveled sole plate gets under buttons, into pleats, tucks. Side angle plug keeps cord out of way. Chromium plated. 5-lb. weight; 900 watts. Approved by Underwriters. 110-120 volt A.C. only.

20 V 844—Shpg. wt., 6 lbs. 4 oz. **$3.98**

Heatmaster Waffle Iron

Ⓑ Fully automatic . . . turns out perfect waffles every time! Light signals when to pour batter; signals again when waffle is done and current automatically shuts off. 7-in. cast aluminum grids need no greasing. Chromium plated design. Attractive walnut handles. Detachable cord set. Underwriters Approved. For 110-120 volt A.C. only.

20 V 380—Shpg. wt., 6 lbs. 8 oz. **$3.98**

Challenge Utility Mixer

Ⓒ A $5.95 Value! Beats eggs, whips cream, mixes drinks and light batters. Sturdy 1-speed motor. "On-off" switch. White baked enamel finish. 1-qt. white glass mixing-bowl. Handy drink mixing attachment. Rubber covered cord and plug. Underwriters Approved. For 110-120 volt A.C. only. See our Big Catalog for heavy duty type mixers.

20 V [illegible]—Shpg. wt., 12 lbs......**$3.98**

Heatmaster Combination Grill

Ⓓ Toasts bread and sandwiches; bakes waffles; fries eggs, bacon; grills small chops, etc. Heat indicator shows temperature. Interchangeable cast aluminum waffle grids and steel sandwich grids. Chromium plated design. Walnut handles. Cord, plug. Underwriters Approved. For any 110-120 volt current. Shipping weight, 9 pounds.

20 V 888—A $5.95 Value.......**$3.98**

Percolator Tray Set

Ⓔ Was $4.65 in our Big Catalog! 9-cup polished aluminum percolator. Begins to "perk" almost immediately. Long life element. Cord and plug. Non-tarnishing aluminum sugar and creamer with walnut handles. Walnut veneer serving tray, 19x 8¾ in. Underwriters Approved. For any 110-120 volt current.

20 V 1670—Shpg. wt., 7 lbs. 12 oz. **$3.98**

Heatmaster 4-Slice Toaster

Ⓕ Toasts up to 4 slices of bread at once . . . 2 slices on each side. Adjustable for light or dark toast. When toast is done, bell rings and current automatically shuts off. Chromium plated. Long life mica element. Detachable cord set. Underwriters Approved. For 110-120 volt A.C. only.

20 V 290—Shpg. wt., 5 lbs. 8 oz...**$3.98**

These chromium plated appliances are non-tarnishing and rust proof

BUY QUALITY LUGGAGE

PAY ON EASY TERMS

See Page B in Center of Book

Special Offer!
Sears offer you women's Wardrobe Case **(A)** and matching Overnight Case **(C)**, for Christmas at a saving of almost a dollar! Take advantage now of this special combination selling.
6 V 09400M—Wardrobe and Overnight Case. Shpg. wt., 20 lbs.
Both **$10.99**

Woven Striped Sets

$3.98
Case (C)

Leather bound luxury luggage at gift-thrifty prices! Durable woven striped canvas in Cocoa Brown with light Tan woven-in center stripe. Pyroxylin coated—water repellent, washable, scratch and scuff-resistant. Built over lightweight basswood boxes with 3-ply veneer tops and bottoms to withstand warping. Extra reinforced rounded corners. Set-in polished hardware; post style top grain leather handles; rayon taffeta lining.

Ⓐ **Women's Wardrobe Case.** 21x17x18 in. Fixture holds 4 to 8 dresses without wrinkling, can be removed and hung in closet. 3 shirred body pockets—one is a flannel lined shoe pocket; full length dust curtain.
6V09469M–Shipping weight, 13 pounds.**$7.98**

Ⓑ **Pullman or Bus Case.** Extra roomy! Size, 26x15x9 in. 3 body pockets; 1 in lid.
6 V 09470M—Shipping weight, 12 lbs **$5.98**

Ⓒ **Overnight Case.** Choice of two sizes: 18x12x6 or 21x13½x7 in. **State size.** 3 utility pockets in body; 1 in lid.
6 V 09468M—Shpg. wts., 6 and 7 lbs.. **$3.98**

Jack-Knife Wardrobe

Ⓓ Size, 29x20x9 in. Convenient, practical case for both men and women. 3 hangers in lid for 3 suits, 8 to 12 frocks. Partitions in body for easier packing. Good quality cotton fabric lining. Shpg. wt., 20 lbs.
6 V 09471M **$10.98**

Genuine Leather Brief Cases

$1.19

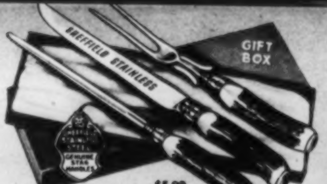
Ⓔ With 3 roomy pockets! Made from select 4-ounce shark grained split cowhide. Fine slide fastener closing. D-type leather handle. Strong Keratol gussets. Size: 16x11 in. **Colors:** Black or Brown. **State color. Print initials.**
6 V 9617—Shpg. wt., 1 lb. 14 oz. . . .**$1.19**

Duplex Leather Brief Case

$1.79 Up

Ⓕ Has disappearing handles . . . use as brief case or envelope! 4½-oz. split cowhide. Fiber partitions; Keratol gussets. 16x11 in. 3 pockets. **Colors:** Black or Brown. **State color, initials.**
6 V 9618—Shpg. wt., 2 lbs. 10 oz. .**$1.79**
6 V 9619—Similar, but top grain cowhide, split leather partitions, gussets. **$3.49**

GOLD INITIALS included with brief cases on request. **State initials wanted.**

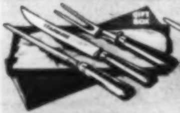


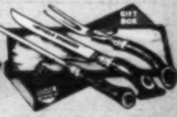
$5.00 VALUE

3-Piece Carving Set

$2.89

You will be proud to own or give this perfect gift! An illustration CAN'T show its beauty! It's superbly designed and finished! Beautiful deer stag handles, perfectly matched. Rust-resisting chrome plated nickel-silver ferrules. Knife has a super-sharp 8-inch blade made of famous Sheffield forged stainless steel. Large forged fork with guard. 8-inch tapered sharpening steel. Attractive gift box lined with rich buff cotton duvetyn.
9 V 9706—Shipping weight, 2 pounds.....................**$2.89**





Real Bargain Set

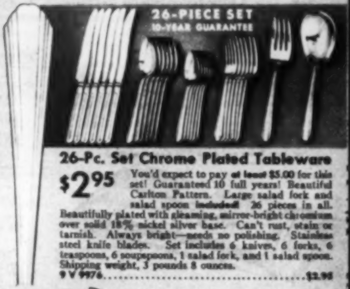
$1.39

A $2.50 value! Only 1,000 sets available at this price. Sharp 8-in. stainless steel blade. Forged fork with guard. Fine sharpening steel. Simulated horn handles. Shipping weight, 2 pounds.
9 V 9710..............**$1.39**

Our Finest Set

$3.95

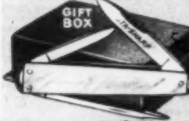
$6.50 value! Beautiful deer horn handles. Keen cutting, forged Sheffield stainless steel 8-inch blade. Forged stainless steel fork with guard. Sharpening steel. Beautiful gift box. Shipping weight, 2 lbs.
9 V 9709..............**$3.95**

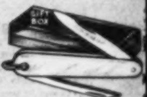


26-Pc. Set Chrome Plated Tableware

$2.95

You'd expect to pay **at least** $5.00 for this set! Guaranteed 10 full years! Beautiful Carlton Pattern. Large salad fork and salad spoon **included!** 26 pieces in all. Beautifully plated with gleaming, mirror-bright chromium over solid 18% nickel silver base. Can't rust, stain or tarnish. Always bright—needs no polishing. Stainless steel knife blades. Set includes 6 knives, 6 forks, 6 teaspoons, 6 soupspoons, 1 salad fork, and 1 salad spoon. Shipping weight, 3 pounds 8 ounces.
9 V 9976..............................**$2.95**





STA-SHARP Quality Pen Knives

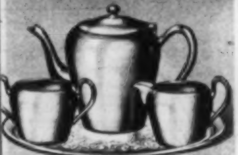
$1.98

A real beauty! Quality that sells for $3.50 elsewhere! Genuine Mother-of-Pearl handle; 2 pen blades and nail file. 3 in. long. Gift box. Shipping weight, 4 ounces.
9 V 9497..............**$1.98**

98c

A $1.75 knife if you ever saw one! Genuine Mother-of-Pearl handle. One blade and a nail file. Shackle for watch or key chain. 2¾ in. long. Gift box. Shipping weight, 3 oz.
9 V 9840..................**98c**

Buy Everything on Easy Terms . . . See Page B, Center of Book



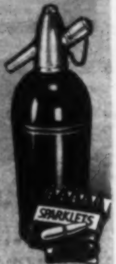
4-Piece Coffee Service

$4.98 A service that will be in perfect taste anytime, anywhere. A practical gift, too. It is a $7.50 value. The ideal gift for HER . . . at a remarkable saving for YOU! Nothing could better express the warm hospitality and graciousness of the season! An exquisite service, designed to compliment any setting! Enduring beauty, faultless in detail. Heavily silverplated on solid copper. The coffee pot is a full 6-cup capacity, 6⅛ in. high, sugar and creamer 2⅝ in. high, the tray 11⅛ in. diameter.

4 V 8000—Shpg. wt., 4 lbs. $4.98

Genuine Sparklet Syphon

$4.29

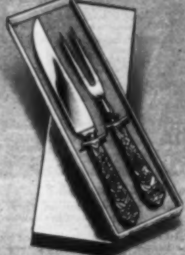


Complete with 5 bulbs. Sells regularly at $5.95! Sparklet made soda is good soda . . . and it's easy and inexpensive to make with this smart, stream-lined Syphon. Made of brass alloy enameled in Blue with White head and bands, Ivory with Black head and bands or Black with Red head and bands.

All metal—there is no glass to break. The Syphon has a 1-qt. capacity. 5 bulbs will make 5 full qts. of Sparkling Soda. Instructions, recipes included. *State color.* Shpg. wt., 5 lbs.

4 V 8090—With 5 cartridges. $4.29

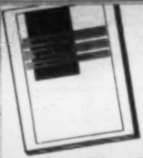
4 V 8091—10 refill cartridges. Postpaid. . 75c



Sterling Carving Set

$3.98 Made by International Silver Co. in a rich repoussé pattern . . . an ideal 2-piece set for game or steak. Hollow handles of Sterling, blades and tines of stainless steel, four-prong guards on both. Knife, 10⅜ in., fork, 9 in. Gift Box.

4 V 6349—Shpg. wt., 12 oz. $3.98



Without Extra Charge

With each complete set of silverplate, booklet, "Arranging Your Table and Points of Etiquette." An indispensable guide for any occasion . . . breakfast, dinner, or the popular buffet supper. Compiled by authorities on etiquette. Booklet 10c a copy if bought separately.

4 V 8070—Postpaid. 10c

4-Star Wm. Rogers Overlaid

- ★Lifetime guarantee by Sears and International Silver Co.
- ★In every way this silver is worth at least twice our low price!
- ★Every piece bears the I.S. mark of quality, assurance of craftsmanship.
- ★Two exquisite patterns, stately Fascination and rich Treasure.

A gift that will last a lifetime! Lustrous silverplate designed by the International Silver Co. to meet the desires and demands of discriminating women and offered at extremely low cost (about half of what you'd expect to pay elsewhere). Most-used pieces, except knives, have an overlay of pure silver at points of greatest wear. Viande style has short blades and tines, long handles. Knives have stainless blades. See Page B, center of book, for Easy Terms. See below for initial styles and costs. *State pattern.*

72 PIECE SET . . . SERVICE FOR 8 $19.95

Hollow Handle Knives

[In Anti-Tarnish Chest]

Only $2.50 Down—$3 a Month

8 Dinner Knives
8 Salad Forks
8 Dessert (Ov. Bl. Soup) Spoons
8 Dinner Forks
8 Butter Spreaders
3 Serving Spoons
16 Tea Spoons
1 Sugar Spoon
1 Butter Knife
1 Gravy Ladle
8 Iced Drink Spoons or 8 Cocktail Forks (*state choice*)
1 Berry Spoon
1 Cold Meat Fork

With Chest—Shpg. wt., 16 pounds.

4V07273—Solid Handle Knives. Cash. . . .$17.95

4V07274—Reg. Hollow Hdle. Knives. Cash 19.95

4V07275—Viande Hol. Hdle. Knives. Cash 19.95

Without Chest—Shpg. wt., 8 pounds.

4V07267—Solid Handle Knives. Cash. . . .$14.95

4V07268—Reg. Hollow Hdle. Knives. Cash 16.95

4V07269—Viande Hollow Hdle. Knives. Cash 16.95

53-PIECE SET . . . SERVICE FOR 8

8 Dinner Knives
8 Salad Forks
3 Serving Spoons
8 Dinner Forks
8 Dessert (Ov. Bl. Soup) Spoons
16 Tea Spoons
1 Sugar Spoon
1 Butter Knife

53-Pc. SET—Chest. Without drawer. Shpg. wt., 12 lbs.

4 V 07254—Solid Handle Knives. Cash. $13.95

4 V 07255—Reg. Hollow Handle Knives. Cash. 15.95

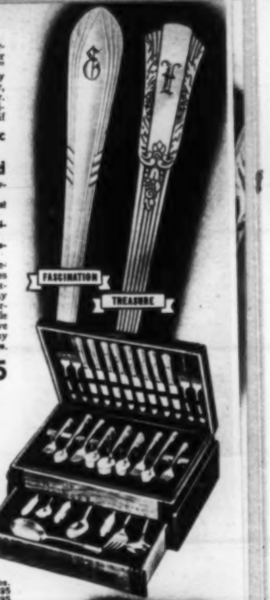
4 V 07260—Viande Hollow Hdle. Knives. Cash. 15.95

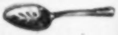
53-Pc. SET—Without Chest. Shpg. wt., 6 lbs.

4 V 07256—Solid Handle Knives. Cash. $11.95

4 V 07257—Reg. Hollow Handle Knives. Cash. . . . 13.95

4 V 07262—Viande Hollow Handle Knives. Cash. . . 13.95





Treasure Pastry Server. A real $1.00 value for only 25c! A delicately pierced pastry server to match your beautiful Treasure pattern silver! A lovely and inexpensive addition to your service.

4 V 7248—Shpg. wt., 8 oz. . . . . .for only 25c

Original Rogers Triple Plate

SAVE OVER 60% ON OPEN STOCK PRICES

Exquisite design in the lovely Empire pattern, enduring in style and service. Quality far superior to plates selling for much more. Most used pieces (except knives) overlaid with pure silver at points of greatest wear. Knives have forged stainless steel blades. Stamped with the I.S. mark of quality! For Easy Payment Terms, see Page B, center of Book. For initial styles and costs see below.

26 PIECE SET . . . SERVICE FOR 6 $8.95

Solid Handle Knives

Without Chest

6 Knives
6 Dessert (Oval Bowl Soup) Spoons
6 Forks
6 Tea Spoons
1 Sugar Spoon
1 Butter Knife

4 V 08970—Solid Handle Knives. Shpg. wt., 4 lbs. . $ 8.95

4 V 08971—Hollow Handle Knives. Shpg. wt., 4 lbs. . . 10.95

Anti-Tarnish Wood Chest Only (as illustrated)

4V7008—Shpg. wt., 4 lbs. $1.98

34-PIECE SET . . . SERVICE FOR 8

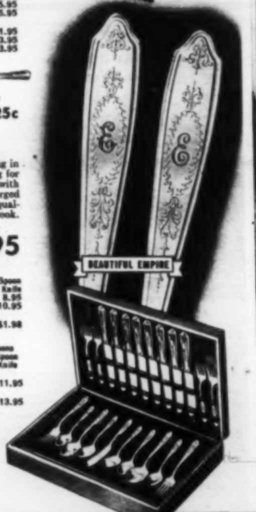
8 Dinner Knives
8 Dinner Forks
8 Dessert (Oval Bowl Soup) Spoons
8 Tea Spoons
1 Sugar Spoon
1 Butter Knife

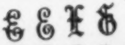
34-Piece Set with Solid Handle Knives.

4 V 08980—Shipping weight, 5 lbs. $11.95

34-Piece Set with Hollow Handle Knives.

4 V 08981—Shipping weight, 5 lbs. $13.95





Engraving Styles and Costs for Above Sets

For Fancy Script (1), Old English (3), and Blackstone (4), add 5c per letter; Plain Script (2), add 3c a letter. Pieces correctly engraved as specified cannot be returned. *State style, print initial.*

FOR HER MERRY CHRISTMAS TABLE

Save ⅓ on This Dinnerware Bargain

20-Pc. Set $2.29 32-Pc. Set $3.29 53-Pc. Set $6.49

Solve your gift problems with the popular *Louise* pattern of first quality American semi-porcelain reduced for our Christmas Book! These features prove its superiority: beautiful decoration—lovely floral sprays of wild roses and daisies in Pink, Blue, Green and Yellow: elegant Platinum color trim on handles, knobs, and edges; smartly scalloped. Ivory color glaze. See our Big General Catalog for composition of sets.

35 V 04434—State Size of Set Wanted.

20-Piece Set. Service for Four.
Shipping weight, 14 lbs.....*$2.98 Value*............ $2.29

32-Piece Set. Service for Six.
Shipping weight, 20 lbs.....*$4.98 Value*............ $3.29

Sugar and Creamer Set. Shpg. wt., 3 lbs..............79c

53-Piece Set. Service for Eight. (Includes Sugar and Creamer.) Shipping weight, 37 lbs. *$9.98 Value*........... $6.49

Chrome Cake Server

97c You can serve your cake—and keep it, too—in this gleaming chrome plated cake server. Lovely enough to use at banquet tables. Practical, extra heavy, dent-resistant cover fits snugly into groove of crystal clear glass cake plate. Knob is polished walnut. Size: plate, 12¼-in. diameter; cover, 4⅛ in. high. 10¼ in. diam. cover. $1.50 value. Shpg. wt., 9 lbs.

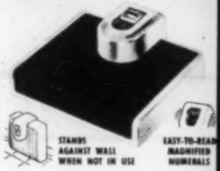
11 V 8740......... 97c

Bathroom Scale

No need to bend or stoop—the numerals are MAGNIFIED! $3.79

Finished in glistening enamel with smart **chrome-plated dial head** and rubber platform mat. Perfectly balanced to stand against wall, when not in use. Weighs up to 250 lbs. by lbs. Size: 12⅝x11⅛x3 in. **State color:** Green, White, Ivory or Black. Shpg. wt., 10 lbs.

11 V 07104............. $3.79


STANDS AGAINST WALL WHEN NOT IN USE
EASY-TO-READ MAGNIFIED NUMERALS

Send a Package of Happiness by Parcel Post

Buy Christmas Gifts on Easy Terms—See Page B in Center of Book

WIDE MOUTH FOR EASY CLEANING
COVER FITS BOTH TOP AND BOTTOM
SEPARATE HANDLES FOR TOP AND BOTTOM
COVER SERVES AS HOLDER FOR UPPER BOWL

Merit Cast Aluminum . . Priced to Save You Half!

$10.00 Cash 7-Pc. Set

- Buy the set on Easy Terms. See Page B in center of book.
- Quality equal to nationally known BEST brands.
- Same fine quality sold by canvassers on club plans.
- Extra hard . . . Perfectly cast for waterless cooking.
- Cool, heat-resisting handles, knobs; snug-fitting covers.

Complete 7-Pc. Set. Consists of: Oval roaster, 15x9¼x5-in.; 1, 2, 3, 4-qt. covered saucepans; 10½-in. covered skillet; 6¼-in. open skillet.
11 V 03494—Shipping weight, 20 pounds. Cash Price............. $10.00
Easy Payment Price: $2 down and $2 a month.................... 11.00

Oval Roaster. Size: 15x9¼x5 in.
11 V 3491—Shpg. wt., 9 lbs.. $2.98
10½-in. Covered Skillet. Self-basting, removable wood handles.
11 V 3404—Shpg. wt., 5 lbs. 10 oz. $1.65
6¼-in. Open Skillet. As above.
11 V 3400—Shpg. wt., 1 lb. 8 oz. 49c

Covered Saucepans. State size.

11 V 3480	Shpg. Wt.	Price
1-qt.	2 lbs. 8 oz.	$0.89
2-qt.	2 lbs. 14 oz.	1.29
3-qt.	3 lbs. 14 oz.	1.69
4-qt.	4 lbs. 6 oz.	1.98

It's a Coffee Maker Buy! Worth $3.85

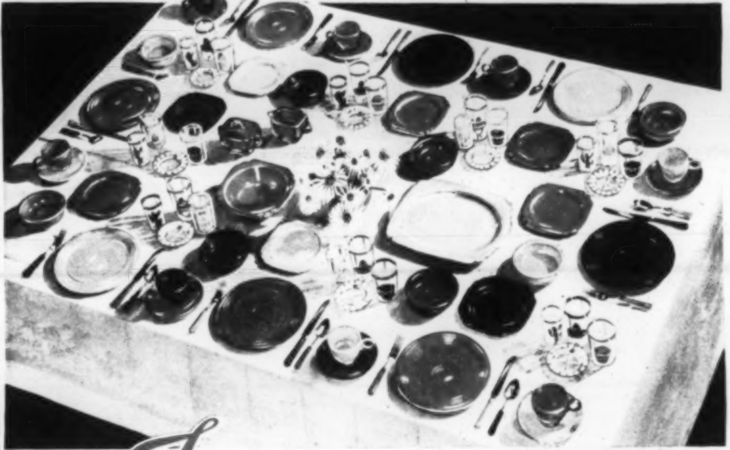
$1.89

- Same fine quality priced elsewhere at $3.85!
- Large, wide mouth for easy, convenient cleaning
- Uses standard size filter cloth
- Gleaming stainless steel cover fits both top and bottom
- Cool Bakelite handles on both top and bottom

Here it is! One of the finest coffee-makers anywhere at any cost—YET Sears have priced it at less than ONE-HALF of what others charge fo corresponding quality. Made of hardened heat-proof glass to stan up under long and constant use, fitted with cool Bakelite handle on both top and bottom for convenience in serving. Smartly trimme with platinum-colored bands and stainless steel fittings. Extra siz mouth makes it so easy to clean—yet it takes only an average siz filter. Gleaming stainless steel cover fits both top and bottom Marked by cups. Capacity, 8 cups. Instructions included.

11 V 8048—Shipping weight, 3 lbs. 8 oz........................ $1.8

NEVER SOLD BEFORE FOR LESS THAN $14.95



GENUINE *Fiesta* ENSEMBLE

109 PIECES FOR ONLY $12.98 CASH

ONLY $2.00 DOWN
$2.00 PER MONTH

- *For Thanksgiving and Christmas!*
- *Sold on Sears Easy Terms!*

Every day is a feast day when you set your table with this *109-Piece Genuine Fiesta Ensemble.* But it isn't every day you can buy genuine *Fiesta* at this miraculously low price. For the first time, this ensemble is offered below **$14.95**. Sold only by mail at Sears! There's a *complete* service for *eight* in dinnerware, glassware and cutlery. Ensemble balanced in genuine Fiesta colors—Red, Blue, Yellow and Green. See them for yourself below. Glassware and stainless steel cutlery in harmonizing Fiesta colors. The combination of these vivid colors on your table will thrill your family and guests. Buy it today on Sears Easy Payment Plan. *Look at all you get!* .

Dinnerware (45 Pcs.)

8 cups 8 saucers
8 large dinner plates, 9½ in.
8 sauce or cereal dishes
8 Riviera salad plates, 7 in.
1 Riviera sugar bowl (Green)
1 Sugar bowl cover (Green)
1 Riviera cream pitcher (Green)
1 Riviera medium platter, 13½-in. (Yellow)
1 Riviera vegetable dish (Red)

Mexican Style Glassware (40 Pcs.)

8 tall tumblers, 9¼ oz.
8 table tumblers, 9 oz.
8 fruit juice glasses, 4½ oz.
8 stirring rods
8 coaster-ash trays (Crystal)

Bakelite Handled Cutlery (24 Pcs.)

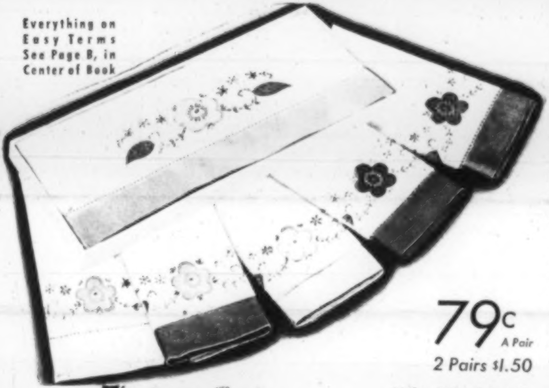
8 stainless steel knives
8 stainless steel forks
8 stainless steel teaspoons

35 V 04443—**109-Piece Genuine Fiesta Ensemble.** A regular *$14.95 Value!* Shipping weight, 49 lbs. ***$12.98***

Easy Payment Price ($2.00 down, $2.00 a month).......... ***14.03***

Yellow	Green	Blue	Orange
🟨	🟩	🟦	🟧

Everything on Easy Terms See Page B, in Center of Book



Santa's Number One Gift Value!

COLORFUL PILLOWCASES

- **HAND EMBROIDERED**
- **HAND APPLIQUED**
- **HEMSTITCHED HEMS**
- **MADE IN AMERICA**
- **IN GIFT BOXES**

Solve the gift problem of more than one person on your list, inexpensively, delightfully, with these dainty pillowcases. There's an extra saving when you buy two pairs. Firm white cotton with beautiful hand embroidered, appliqued design similar to illustration. *Cut size, abt. 42x36 in. Washfast:* Blue, Gold, Green, Orchid, Rose, or White hems. *State Color.* Shpg. wt., pr., 14 oz.; two prs., 1 lb. 10 oz.

79c A Pair

2 Pairs $1.50

19 V 7127—Pair 79c
2 Pairs $1.50

Who Wouldn't Love to Get One or More of These Luxurious Matched Towel Sets . .

98c 4-Pc. Set

Ⓐ Put up in Colonial pattern gift box. Towels with stunning looking vertical stripes on pastel grounds. Fine fluffy cotton terry. Two 20x40-inch bath towels, two 12x12-inch washcloths, ribbon tied. *Washfast Colors:* Jade Green, Maize, Peach or Blue. *State color.*

19 V 8706—Shpg. wt., 1 lb. 13 oz. 4-Pc. Set 98c

$1.49 6-Pc. Set

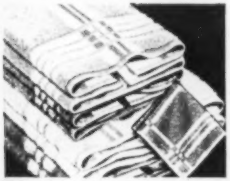
Ⓑ How her eyes will sparkle over this big, important looking gift box filled with reversible towels. Softest cotton terry, rich color block pattern. Two 20x40-inch bath towels, two 15x27-inch guest towels, two 12x11-inch washcloths, ribbon tied. *Washfast Colors:* Peach, Azure Blue, Jade Green or Maize. *State color.*

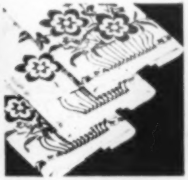
19 V 8709—Shpg. wt., 2 lbs. 2 oz. 6-Pc. Set ... $1.49

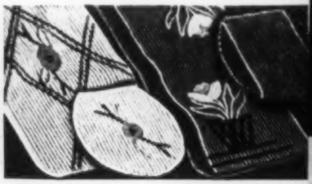
$1.89 DE LUXE 6-Pc. Set

Ⓒ Deluxe bath set in the gayest of ribbon tied hat boxes! A gift she'll thrill over, for these towels are in the new, deeper, richer (than pastel) colors and are a wonderfully thick, soft cotton terry. Two 22x44 inch bath towels, two 16x27-inch guest towels, and two 12x12-inch washcloths. *Washfast Colors:* Jade Green, Azure Blue, Maize, Peach or Dawn (beige). *State color.*

19 V 8710—Shpg. wt., 2 lbs. 13 oz. 6-Pc. Set ... $1.89







Give Reversible Bath Pieces

17c Ea. 16x27 In.

Fashionable striped cotton terry: Woven selvages. *Washfast:* White with Peach, Maize, Blue or Green. *State color.*

16x27-Inch Guest Towel
19V8215M—Each
Shpg. wt., 4 oz. 17c

22x44-Inch Bath Towel
19V8214M—Each
Shpg. wt., 8 oz 33c

12x11-Inch Washcloths
19V8216M
Wt., 8 oz. 6 for 29c

4-PIECE SET—1 bath towel, 1 guest towel, 2 washcloths. *State color.*

19V8217M—Set
Shpg. wt., 15 oz. 53c

Printed Kitchen Towels

$9\frac{3}{4}$c Ea. In Lots of 4

Color for kitchen . . . decorative towels she'll like using! So inexpensive, why not send her a dozen? Heavy cotton crash with 5% linen for greater absorbency. Firm selvages. Hemmed. *Size, 15x30 inches. Washfast Colors:* White with two-toned Blue; Green with Red; or Brown with Gold color floral pattern. *State color.* Shpg. wt., 7 oz.

19 V 8674 .... 4 for 39c

Tufted Cotton Chenille Bath Sets

$1.00 2-Pc. Set

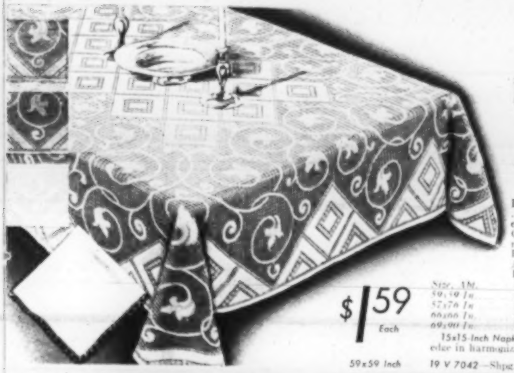
Looking for a "different" gift? Then choose this soft, fluffy tufted Chenille set on heavy cotton duck. Attractive floral design in center. One 19x32-in. mat, one standard size lid cover. *Colors:* Dusty Rose, Blue, Green, Gold or Peach. *State color.* Shpg. wt., 1 lb. 6 oz.

19V8420—2-Pc. Set .. $1.00

$1.39 2-Pc. Set

Or get this finer set. Made of heavier yarns, fluffier, too, more colorful. One 18x32-inch mat, one standard size lid cover. *Colors:* Blue, Gold, Green, Dusty Rose, Peach or Black and White. *State color.* Shipping weight, 1 lb. 9 oz.

19V8421—2-Pc. Set. $1.39



New Merry Christmas Idea!

LACE CLOTHS IN COLOR

Include Gifts for the Home on Easy Payments See Page B in Center of Book

—Packed in Guest of Honor Gift Box.

First time anywhere! Lace cloths in colors . . . delightful new fashion for company entertaining . . . gay, festive setting for a Christmas table! Pattern is an attractive modern style designed exclusively for Sears. Lace is 8-point filet type loomed from fine American cotton. *Washfast Colors:* Blue, Dusty Rose, Green, Lt. Ecru. *State color.*

$1.59 Each

59x59 Inch

Size, Abt.	*Catalog No.*	*Shpg. Wt.*	*Each*
59x59 In.	19 V 7038	1 lb. 4 oz.	$1.59
57x76 In.	19 V 7039	1 lb. 7 oz.	1.79
60x80 In.	19 V 7040	1 lb. 9 oz.	1.98
69x90 In.	19 V 7041	1 lb. 13 oz.	2.49

15x15-Inch Napkins. Ivory color linen with cotton lace picot edge in harmonizing washfast colors to go with tablecloths.

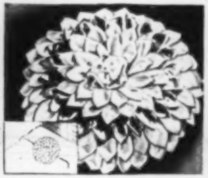
19 V 7042—Shpg. wt., 6 oz. *State color*........**6 for $1.49**

Give Personalized Towels

2 for 79c

Happy gift idea—for yourself or someone else—bath towels embroidered with "His" or "Hers" in beautiful block letters that look like handwork. Towel colors are rich nd soft, deeper than pastels because dip lyed. Cotton terry, fluffily absorbent. *Size, 20x42 inches. Washfast Colors:* Peach, Green, Gold or Blue. *State color nd whether "His" or "Hers" is desired.* hpg. wt., of two, 15 oz.

9 V 8010—2 Towels..................79c



Give a Petal Pajama Bag

59c Each

For a gift—or for yourself—such a dainty bit of "fluff" to dress up a bed and at the same time hold pajamas or nightrobe. Pillow shape with entire top made from row on row of dainty rayon satin petals with rosette center. Matching rayon back. *About 16 inches in diameter.* Assorted pink and blue combinations similar to illustration, some in all pink; no color choice. Shipping weight, 9 ounces.

25 V 4547—Each..................59c

Colorful Plush Scarfs, Pillow Covers

19c Ea. 8¾x17In.

Charming gifts for home lovers. Silky looking, lovely pieces in soft, rich colors that give a luxurious look to room furnishings. Rayon pile plush with beautiful embossed-effect, floral pattern. Long rayon fringe on scarfs and centerpieces. Pillow slip has moss fringed edge. *Colors:* Red, Green or Rust grounds. *State color wanted.*

Size	*Catalog No.*	*Shpg. Wt.*	*Each*
8¾x17 -Inch Scarf	25 V 4138M	8 oz.	19c
11½x22½-Inch Scarf	25 V 4139M	10 oz.	33c
17 x17 -Inch Centerpiece	25 V 4141M	10 oz.	49c
27 x27 -Inch Centerpiece	25 V 4142M	12 oz.	98c
16x16-Inch Pillowcover	25 V 4143M	6 oz.	47c

TAPESTRY SQUARES

Ideal for Making Gifts

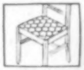
Each	4 for	6 for
29c	**$1.12**	**$1.69**

—Practical Size, 25x25 Inches.

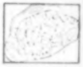
Handsome fabrics worth up to $4.00 a yard! All first quality manufacturers' or decrators' samples of cotton or cotton and ayon fabrics: woven tapestries, velours, apestry damasks, friezes and brocatelles, or re-covering dining chair seats, desk hairs, benches; or making pillows, knitting bags. Sew them together to make arger table scarfs. We'll send color hoice; if you state type of pattern preerred (large, small or plain pattern) we'll ry to fill your order, but we cannot guarntee pattern choice. Orders for 4 or 6 will natch exactly. *Colors:* Wine, Rust, Blue, reen, Brown or Gold. *State color and type pattern preferred.* Shpg. wt., ea., 12 oz.

4 V 3317—Each........................29c

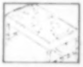
hipping weight, or 4, 1 lb. 15 oz.	Shipping weight, for 6, 3 lbs.
24 V 3316	24 V 3315
for........$1.12	6 for........$1.69



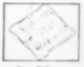
Chair Seats



Knitting Bags



For Benches



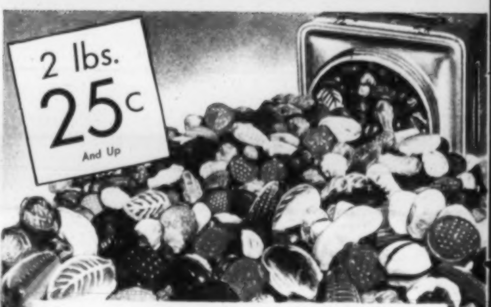
For Pillows

Add Plenty of Candy
To Your Credit Order
See Page B in Center of Book

3 lbs. Creams and Jellies 59c

Crystallized jellies and soft cream bonbons whose melt-in-your-mouth goodness will satisfy everyone's Holiday candy craving. Delicious flavors—many combination cream and jelly pieces.

8 V 7964—Shpg. wt., 3 lbs. 12 oz. . *3 lbs. for 59c*



Sears Holiday Hard Candy at Big Savings

3 Types of Candy
- *All Hard Candy*
- *50-50 Hard and Filled*
- *100% All-Filled*

2 Styles of Packing
- *5-lb. Gift Tin—The Ideal Gift Keeps Candy Fresh*
- *2, 5 and 10-lb. Paper Bags*

Candy just naturally goes with Christmas, and Sears delicious hard candy is tops for quality, purity, wholesomeness. A fascinating selection of appealing shapes, sparkling colors and tempting flavors. It is as fine as you can buy, and its lower price at Sears means a bigger saving to you. Be sure you plan on having enough to make the holidays a sweet success.

All Hard Candy

Fruit-flavored hard candies! A large variety of flavors, colors, and shapes—all fresh and wholesome.

8V7933–Shpg. wt. 6 lbs. *5 lbs. in handsome gift tin* 69c
8V7935–Shipping wt., 2 lbs. 4 oz. *2-lb. bag* 25c
8V7922–Shipping wt., 5 lbs. 8 oz. *5-lb. bag* 59c
8V07954–Shpg. wt., 11 lbs. 8 oz. *10 lbs.* $1.00

50-50 Hard and Filled

Tempting, deliciously flavored, satin-finished candies. At least half the pieces are filled with jams, creams, etc.

8V7941–Shpg. wt. 6 lbs. *5 lbs. in handsome gift tin* 79c
8V7926–Shipping wt. 2 lbs. 4 oz. *2-lb. bag* 28c
8V7930–Shipping wt., 5 lbs. 8 oz. *5-lb. bag* 65c
8V07989–Shpg. wt., 11 lbs. 8 oz. *10 lbs.* $1.19

DeLuxe All Filled

Our finest quality. Thin crispy sugar shells filled with jams, nut butters or creams. Enticing colors and designs.

8V7942–Shpg. wt., 6 lbs. *5 lbs. in handsome gift tin* 89c
8V7957–Shipping wt., 2 lbs. 4 oz. *2-lb. bag* 33c
8V7962–Shipping wt., 5 lbs. 8 oz. *5-lb. bag* 75c
8V07963–Shpg. wt., 11 lbs. 8 oz. *10 lbs.* $1.39

For Christmas cookies, nuts and other Holiday candies, see Pages 62-63

5 lbs. Hard Candy $1.39

In 4-Quart Aluminum Kettle

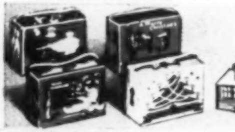
You'll thrill at this ideal two-in-one gift: a quality, 4-quart, polished aluminum kettle packed with a delicious assortment of fine-flavored hard candy. Kettle has "clamp-on" strainer lid and straight sides for quicker heat—needs less fuel. Shpg. wt., 7 lbs.

8 V 7956—*5 lbs. candy in kettle* $1.39

3 lbs. Mixed Hard Candy 49c

Delicious assortment of satin finish crimped ribbon candy, chips, fruit drops, waffles, and cut rock with cute little inner designs.

8V7969—Shpg. wt., 3 lbs. 12 oz. *3 lbs. for 49c*

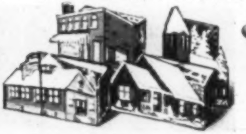


Christmas Candy Containers

Gay, empty boxes for Christmas candy. Assorted designs, ½-lb. size, with tape handles. Ideal for churches, lodges, schools.

8 V 7990	8 V 7991	8 V 7992
12 for 10c	50 for 37c	100 for 67c

Shpg. wts.; 12's-8 oz.; 50's-2 lbs. 4 oz.; 100's-3 lbs. 11 oz.



Candy Town Empty Boxes

Make Christmas candy twice as exciting for the youngsters! Boxes, designed in shapes of buildings . . . 10 styles . . . a complete town, ½-lb. size. Tabs on boxes for hanging on tree. Shpg. wts., 10 oz.; 2 lbs. 10 oz.; 4 lbs. 8 oz.

8 V 7993	8 V 7994	8 V 7995
12 for 12c	50 for 44c	100 for 79c

Christmas Buttercreams

15c 1-lb.bo

Surprise the kiddies. They'll be thrilled with these pure wholesome buttercreams in many appealing shapes, tasty flavors and pleasing colors! Different shapes make them mo exciting and the delicious flavors make them mo inviting. Tiny Santas, Christmas trees, autos, doll stars, bells, etc. Ideal candy to help make any Ch dren's Christmas Party a complete success. Shp wts., 1 lb. 6 oz.; 2 lbs. 10 oz.; 6 lbs.

8 V 7916	8 V 7917	8 V 7920
1-lb. box . 15c	*2-lb. box* 29c	*5-lb. box* 69

De Luxe Quality
5 lbs.
$1.98
An Outstanding Value

Chocolate Nut and Fruit Assortment

Here's a supreme treat in the finest of good taste . . . A delicious selection of rich nuts and fruits so appetizingly perfect you'll give or serve it with high Holiday pride. Every luscious piece in this rich assortment of nuts and fruits has been selected with infinite care. You'll find an enticing assortment of crisp almonds, brazil nuts, filbert and pecan clusters, cordial cherries, pineapple and many others of equal fineness. Heavily coated with rich, velvety smooth chocolate. In beautiful gift box. It's the treat supreme for gift or home. Shipping weights, 6 pounds; 2 pounds 12 ounces; and 1 pound 8 ounces.

8 V 7983
5-lb. Box.... **$1.98**

8 V 7985
2-lb. Box...... **98c**

8 V 7984
1-lb. Box........ **50c**

Delicious Christmas Chocolates

$1.39
5-lb. Box

Here is a selection of quality chocolates with real taste appeal! From delicious nougats, nut tops, caramels, fruit-flavored creams and clusters, to chocolate dates . . . it's candy of downright goodness. The thick, rich chocolate coating blends with the delicious centers to make every piece "taste like more." Carefully selected for purity and wholesomeness . . . every piece "kitchen-fresh." In a beautiful Christmas box. Shpg. wts., 6 lbs.; 2 lbs. 12 oz.; and 1 lb. 8 oz.

8 V 7927
5-lb. Box. **$1.39**

8 V 7928
2-lb. Box... **69c**

8 V 7925
1-lb. Box.... **36c**

Season's Greetings

5 lbs. Good Chocolates 79c

You'll appreciate this splendid value both in taste and in economy. Tasty assorted chocolates—at less than 16c per lb. And you'll agree they are better than chocolates usually sold for much more. A grand assortment of chewy caramels, nougats, crunchy nut clusters and luscious fruit-flavored creams. All coated with smooth delicious chocolate. Packed in attractive, colorful Christmas box. Shpg. wt., 6 lbs.

8 V 7924 5-lb. Box.................. **79c**

5 lbs. Fine Chocolates $1.00

This Christmas "Say It With Candy." Give your family a real Christmas treat with this satisfying assortment of chocolates. Each delicious piece is as pure and wholesome as if made in your own kitchen. Fruit-flavored creams, crunchy clusters, chewy caramels and nougats, all heavily coated with smooth, rich chocolate. Packed in gay, attractive Christmas box. Shipping weights, 6 lbs.; 2 lbs. 12 oz.; and 1 lb. 8 oz.

8 V 7980
5-lb. Box **$1.00**

8 V 7982
2-lb. Box. **49c**

8 V 7981
1-lb. Box. **25c**

3 lbs. De Luxe Chocolates $1.00

"Gorgeous" is the word for it! This de luxe gift tin, with its choice selection of candy will make Christmas sweeter for those you want to remember in a very special way. From the first sight of the stunning tin, to the final bite you'll say, "It's Perfect." Three pounds of candy—39 varieties in all, including assorted chocolates, caramels, fruit nougats, nut clusters, etc. Shpg. wt., 4 lbs.

8V7923—3 lbs. in de luxe gift tin... **$1.00**

10 lbs. Delicious Holiday Candy $1.49 And Up

PACKED IN HANDY FULL-MEASURE 10-QUART GALVANIZED PAIL

Mmmm-m . . . loads of luscious candies, a whole pail brimming full with your favorites! Enough for the whole family . . . for the whole holiday season . . . and at what a low price! They're pure, they're wholesome, they're delicious! Creamy, crunchy, chewy . . . sweet, tart . . . every kind for every one. A grand selection for school and church parties, for Christmas stockings, and for huge, tempting dishes of candy at home.

20 empty ½-lb. size Christmas boxes, with tape handles, included with De Luxe Pail.

Bargain Candy Pail

8 V 07959—Plenty of tasty, assorted hard candy, soft assorted, crystallized French creams, crunchy, golden brown peanut brittle, old-fashioned chocolate drops, tender fruit flavored gum drops, ribbon candy. The thrifty way to fill your holiday candy needs. Shipping weight, 15 pounds.

10 lbs. of candy in 10-Qt. Pail **$1.49**

DeLuxe Candy Pail

8 V 07960—Fine quality chocolates with assorted cream and chewy centers, golden brown peanut brittle, fruit flavored gum drops, ribbon candy, filled hard candy and all hard candy. With 20 empty, ½-lb. size Christmas candy boxes. Shipping weight, 16 pounds.

10 lbs. in 10-Qt. Pail, 20 Boxes **$1.69**

DELICIOUS FRUIT CAKES

5 lbs. Fine Quality $2.98

2-IN-1 GIFT SPECIAL

Ⓐ Here's the holiday gift supreme! Fine quality, full of nuts and fruit, beautifully decorated with candy flowers . . . on a glass cake tray (12 in. in diam.), with chromium plated, non-tarnish cover. It's an outstanding value. Shpg. wt., 11 lbs.

8 V 7936—5 lbs. complete **$2.98**

5 lbs. Fine Quality $1.98

IN DECORATED GIFT TIN

Ⓑ You couldn't use finer ingredients if you baked it yourself. This fine quality cake is full of pecans, pineapple, citron, cherries, raisins, etc. Packed in a lovely metal gift box. Shpg. wts., 6 lbs. 10 oz.; 3 lbs. 4 oz.

8 V 7945—5 lbs. for only . . . **$1.98**
8 V 7944—2 lbs. for only . . . **.89**

5 lbs. Our Finest $2.98

IN DECORATED GIFT TIN

Ⓒ Made from an old English recipe . . . moist and flavorful as if aged for months. More than 50% fruits and nuts—whole red cherries, candied pineapple, orange peel, raisins, citron and pecans. In beautiful metal gift box. Shpg. wt., 6 lbs. 10 oz.

8 V 7946 .... **$2.98**

5 lbs. Good Quality $1.00

TASTY, RICH, WHOLESOME

Ⓓ Not the ordinary spice cake usually sold for around this price. A real fruit cake, with lots of candied fruits, lemon and orange peel and fresh, tasty nuts. An unusual value. Shpg. wts., 5 lbs. 14 oz. and 2 lbs. 8 oz.

8 V 7937—5-lb. Cake **$1.00**
8 V 7912—2-lb. Cake ...... **.49**